MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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EFFECTIVE BUSINESS COMMUNICATION SKILLS

"Communicate with Clarity, Confidence, and Impact in Every Business Interaction."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's fast-paced and globally connected business environment, strong communication skills are among the most essential tools for professional success. Whether speaking with clients, writing emails, leading meetings, or collaborating within teams — effective communication drives trust, productivity, and organizational growth.

The course "Effective Business Communication Skills" provides participants with practical techniques to enhance verbal, non-verbal, and written communication in the workplace. Through interactive exercises, role plays, and real-world scenarios, participants learn to convey ideas clearly, listen actively, present persuasively, and build rapport across diverse professional settings.

By mastering the art of communication, participants will be able to express themselves with clarity, confidence, and professionalism — ensuring messages are understood, relationships are strengthened, and goals are achieved efficiently.

Objectives

By the end of this course, participants will be able to:

- Understand the key principles and barriers of effective communication.
- Improve verbal, non-verbal, and written communication skills.
- Develop confident and engaging presentation and speaking techniques.
- Master professional email and report writing.
- Build stronger interpersonal communication and listening skills.
- Adapt communication style to suit different audiences and contexts.
- Handle difficult conversations and deliver feedback effectively.
- Communicate with confidence in multicultural and virtual environments.

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Why Attend

Communication is the foundation of leadership, teamwork, and customer relationships. Attending this course will help you refine your communication style and become more persuasive, influential, and empathetic in professional interactions. Whether you want to strengthen your leadership presence, manage clients better, or improve collaboration within your team, this course provides actionable tools to help you communicate effectively and achieve your goals.

Target Audience

This course is suitable for:

- Managers and Team Leaders
- Supervisors and Coordinators
- Sales and Marketing Professionals
- Customer Service Representatives
- Administrative and Office Staff
- Project Managers and Executives
- Anyone who wants to improve workplace communication

Individual Benefits

- Enhance clarity, confidence, and professionalism in communication.
- Strengthen presentation and public speaking skills.
- Learn to write concise, persuasive business correspondence.
- Improve teamwork through active listening and empathy.
- Gain the ability to manage and resolve communication challenges.
- Boost credibility and influence in the workplace.

Organizational Benefits

- Improved collaboration and information flow across departments.
- Reduction in misunderstandings and communication errors.
- More effective meetings and client interactions.
- Enhanced customer satisfaction through clear communication.
- Stronger leadership communication and team alignment.
- A positive and professional corporate communication culture.

Instructional Methodology

The course uses an interactive, skill-based learning approach, including:

- Role Plays and Simulations to practice real-world communication.
- Video Demonstrations and behavior modeling.
- Individual and Group Exercises for skill building.
- Case Studies highlighting effective and poor communication.
- Presentations and Feedback Sessions for improvement.
- Personal Communication Assessment and action plan development.

This experiential learning style ensures participants internalize and apply communication strategies effectively.

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Course Outline

Module 1: Fundamentals of Business Communication

Module 2: The Communication Process and Overcoming Barriers

Module 3: Verbal and Non-Verbal Communication Mastery

Module 4: Active Listening and Empathy in the Workplace

Module 5: Professional Business Writing (Emails, Memos, Reports)

Module 6: Presentation and Public Speaking Skills

Module 7: Communicating with Influence and Persuasion

Module 8: Handling Difficult Conversations and Conflict

Module 9: Cross-Cultural and Virtual Communication Etiquette

Module 10: Capstone Activity – Presenting with Clarity and Impact

Certification

Upon successful completion, participants will receive a Certificate of Achievement in Effective Business Communication Skills, recognizing their ability to communicate clearly, confidently, and professionally across all levels of an organization.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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