**MAWA EVENTS**

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

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# MASTERING THE ART OF EFFECTIVE COMMUNICATION – ILM ENDORSED

*"Enhance Your Influence, Build Strong Relationships, and Communicate with Confidence and Clarity."*

## Schedule

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

## Introduction

Effective communication is the foundation of leadership, teamwork, and organizational success. The ability to convey ideas clearly, listen actively, and adapt communication styles to different audiences is one of the most powerful skills a professional can possess.

The Mastering the Art of Effective Communication – ILM Endorsed program equips participants with the tools and techniques to communicate with clarity, confidence, and emotional intelligence. Developed in alignment with the standards of the Institute of Leadership and Management (ILM, UK), this course combines practical strategies, behavioral insights, and communication frameworks used by successful leaders worldwide.

Through interactive exercises, real-world simulations, and feedback sessions, participants will learn how to overcome communication barriers, manage conflicts, and build rapport that inspires trust and collaboration across all levels of the organization.

## Objectives

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

- Understand the key principles and psychology behind effective communication.
- Identify and overcome barriers to communication in professional settings.
- Communicate assertively and with confidence in various business scenarios.
- Adapt communication styles to suit different audiences and personalities.
- Master verbal, non-verbal, and written communication techniques.
- Apply emotional intelligence to enhance interpersonal effectiveness.
- Handle difficult conversations and resolve conflicts constructively.
- Deliver impactful presentations and influence outcomes positively.

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## Why Attend

Communication is not just about speaking — it's about connecting, understanding, and influencing. Whether you are managing a team, leading projects, or collaborating across departments, your success depends on your ability to communicate effectively.

This ILM-endorsed course provides practical tools to transform how you communicate, ensuring your message is understood, respected, and acted upon. It's ideal for professionals seeking to strengthen their interpersonal impact, leadership presence, and collaborative efficiency.

## Target Audience

This course is ideal for:

- Managers, Team Leaders, and Supervisors
- Executives and Department Heads
- Customer Service and Client-Facing Professionals
- HR and Training Professionals
- Project Managers and Coordinators
- Anyone seeking to improve professional and interpersonal communication

## Individual Benefits

- Gain confidence in communicating with clarity and professionalism.
- Build stronger relationships with colleagues, clients, and stakeholders.
- Learn techniques to manage emotions and maintain composure under pressure.
- Improve presentation, negotiation, and persuasion skills.
- Enhance listening skills and empathy for better collaboration.
- Increase self-awareness and leadership effectiveness.

## Organizational Benefits

- Strengthen teamwork, collaboration, and employee engagement.
- Reduce misunderstandings, conflicts, and communication breakdowns.
- Enhance customer satisfaction and stakeholder relations.
- Improve overall productivity through clear and consistent communication.
- Develop confident, articulate, and emotionally intelligent leaders.
- Support a culture of openness, trust, and effective dialogue.

## Instructional Methodology

The course uses an interactive, experiential learning approach, combining:

- Instructor-led sessions and facilitated discussions
- Role-playing and real-life communication scenarios
- Self-assessment tools and behavioral profiling
- Group activities and feedback sessions
- Communication style diagnostics and improvement plans
- Practical exercises focused on real workplace challenges

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## Course Outline

Module 1: Foundations of Effective Communication

- Understanding the communication process
- The psychology of perception and message delivery
- Barriers to effective communication

Module 2: Communication Styles and Emotional Intelligence

- Identifying your personal communication style
- Adapting to different personalities and contexts
- Building rapport and trust through empathy and awareness

Module 3: Verbal and Non-Verbal Communication

- Tone, body language, and listening techniques
- The power of clarity, simplicity, and structure in speaking
- Reading and responding to non-verbal cues

Module 4: Assertive and Confident Communication

- The difference between passive, aggressive, and assertive styles
- Expressing opinions and feedback respectfully and effectively
- Managing difficult conversations with diplomacy

Module 5: Influencing and Persuasive Communication

- Principles of persuasion and influence
- Communicating for motivation and engagement
- Negotiation techniques and managing objections

Module 6: Presentation and Public Speaking Skills

- Structuring impactful presentations
- Engaging your audience with confidence and clarity
- Overcoming stage fright and anxiety

Module 7: Communication in Teams and Organizations

- Promoting transparency and collaboration
- Leading meetings and virtual communication effectively
- Creating a culture of open, respectful dialogue

Module 8: Capstone Workshop – Personal Communication Action Plan

- Self-assessment and skill reinforcement
- Role-play: Real-world communication challenge
- Developing a personal roadmap for continuous improvement

## Certification

Upon successful completion, participants will receive an ILM Endorsed Certificate in Mastering the Art of Effective Communication, recognizing their ability to apply advanced communication skills to lead, collaborate, and influence effectively in professional environments.

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## 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.

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

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