MAWA EVENTS

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

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

INFLUENTIAL COMMUNICATION & CRITICAL THINKING

"Enhancing Persuasion, Clarity, and Decision-Making Skills for Professionals"

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 November 2026	Doha, Qatar	USD 1,995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's competitive and fast-paced professional environment, the ability to communicate effectively and think critically is essential for success. Influential communication empowers professionals to convey ideas clearly, build trust, and drive collaboration, while critical thinking enhances problem-solving and decision-making capabilities.

This intensive 2-day training equips participants with advanced communication strategies and critical thinking techniques. Through practical exercises, interactive workshops, and real-world examples, participants will develop the skills needed to influence others, analyze complex situations, and make informed decisions.

Objectives

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

- Understand the principles of influential communication
- Apply active listening, persuasion, and negotiation techniques
- Develop critical thinking skills for problem-solving and decision-making
- Identify and overcome cognitive biases in professional settings
- Structure ideas and arguments clearly and convincingly
- Enhance interpersonal influence and leadership presence

MAWA EVENTS

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

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

Why Attend

- Improve your ability to communicate ideas persuasively
- Strengthen critical thinking and analytical decision-making
- Build credibility and influence in professional interactions
- Enhance leadership and collaboration skills
- Learn practical tools to navigate challenging conversations

Target Audience

This program is designed for:

- Managers and team leaders
- Professionals in client-facing or collaborative roles
- Project managers and coordinators
- HR, marketing, and business development professionals
- Executives seeking to enhance influence and decision-making

Individual Benefits

Key competencies that will be developed include:

- Persuasive communication and influence strategies
- Critical thinking for complex problem-solving
- Effective decision-making under uncertainty
- Confidence in presenting ideas and arguments
- Enhanced interpersonal and negotiation skills
- Ability to manage conflicts and difficult conversations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger team collaboration and communication
- Improved decision-making at individual and team levels
- Increased productivity and problem-solving efficiency
- Enhanced leadership and management effectiveness
- Better alignment of strategies with organizational objectives

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Overview of influential communication principles and critical thinking frameworks
- Case Studies – Real-world examples of effective communication and problem-solving
- Workshops – Practical exercises on persuasive messaging, decision-making, and analysis
- Peer Exchange – Group discussions on challenges, solutions, and communication strategies
- Tools – Templates for structured thinking, argument mapping, and influence techniques

MAWA EVENTS

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

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

Course Outline

Detailed 2-Day Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules Coffee Breaks: 09:30 & 11:15 Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Influential Communication

Module 1: Principles of Effective Communication (07:30 – 09:30)

- Core communication skills and styles
- Understanding audience and context
- Building rapport and trust

Module 2: Persuasion and Influence Techniques (09:45 – 11:15)

- Strategies for influencing others positively
- Using language, tone, and body language effectively

Module 3: Active Listening & Feedback (11:30 – 01:00)

- Techniques to enhance listening and understanding
- Giving and receiving constructive feedback

Module 4: Workshop & Role-Play (02:00 – 03:30)

- Practicing persuasive communication in simulated scenarios

Day 2: Critical Thinking and Decision-Making

Module 1: Fundamentals of Critical Thinking (07:30 – 09:30)

- Identifying assumptions and biases
- Logical reasoning and structured analysis

Module 2: Problem-Solving and Decision-Making (09:45 – 11:15)

- Techniques for evaluating options and risks
- Using data and evidence to support decisions

Module 3: Integrating Communication & Thinking (11:30 – 01:00)

- Presenting ideas persuasively with critical insight
- Managing conflicts and influencing outcomes

Module 4: Workshop & Practical Application (02:00 – 03:30)

- Case exercises and action planning for workplace scenarios

Certification

Participants will receive a Certificate of Completion in Influential Communication & Critical Thinking, validating their enhanced ability to communicate persuasively, think critically, and make informed professional decisions.

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.

MAWA EVENTS

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

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

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

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.