MERCURY

Advanced Communication and Negotiation Skills

20 – 24 September 2027
Cape Town (South Africa)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15685_1065725 **Date:** 20 – 24 September 2027 **Location:** Cape Town (South Africa) **Fees:** 5300 Euro

Introduction:

In today's interconnected and fast-paced world, advanced communication and negotiation skills are for professionals who wish to excel in their respective fields. This Advanced Communication and Negotiation Skills training program is designed for individuals who have mastered the basics and want to elevate their abilities in advanced communication techniques and negotiation strategies to an expert level.

The Advanced Communication and Negotiation Skills course delves into the intricate aspects of advanced communication methods, focusing on interpersonal and organizational contexts. Participants will explore advanced negotiation concepts to convey messages effectively, manage conflicts, influence others, and navigate the subtleties of communication in diverse environments.

An effective communication and negotiation skills training framework leverages case studies and practical exercises. Participants receive advanced communication and negotiation skills training to meet the challenges of today's sophisticated communication requirements. They ensure the incorporation of advanced negotiation training elements and measure progress in communication and negotiation skills case studies.

Targeted Groups:

- Senior managers and leaders.
- HR professionals and trainers.
- Public relations and communications specialists.
- Negotiators and mediators.
- Coaches and mentors.
- Experienced team leaders and project managers.
- Sales and marketing executives.

Course Objectives:

At the end of this Advanced Communication and Negotiation Skills course, the participants will:

- Master the art of strategic communication and adapt their style to various professional contexts.
- Understand and apply advanced techniques for managing difficult conversations and conflicts.
- Enhance their ability to influence and persuade diverse audiences.
- Develop skills to lead and communicate effectively in high-stress and crises.
- Leverage emotional intelligence to improve interpersonal communication and team dynamics.
- Implement advanced listening and questioning techniques to foster better understanding and collaboration.

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Targeted Competencies:

Participants competencies in this Advanced Communication and Negotiation Skills training will:

- Strategic Communication.
- Conflict Resolution and Negotiation.
- Persuasion and Influence.
- Crisis Communication.
- Emotional Intelligence in Communication.
- Advanced Listening and Questioning Skills.
- Cross-Cultural Communication.

Course Content:

Unit 1: Strategic Communication:

- Understanding Strategic Communication.
- Definition and importance in the professional context.
- Aligning communication strategies with organizational goals.
- Identifying key stakeholders and tailoring messages accordingly.
- Developing a Strategic Communication Plan.
- Setting clear objectives and identifying desired outcomes.
- Audience analysis and message customization.
- Choosing appropriate channels and timing for maximum impact.
- Advanced Techniques for Effective Messaging.
- Crafting compelling narratives and storytelling in professional communication.
- The role of data and evidence in supporting messages.
- Utilizing visuals and media to enhance message delivery.
- Measuring Communication Effectiveness.
- Tools and metrics for evaluating the impact of communication strategies.
- Continuous improvement through feedback and analysis.

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Unit 2: Conflict Resolution and Negotiation:

- Advanced Conflict Resolution Strategies.
- Understanding the nature and sources of conflict in the workplace.
- Techniques for de-escalating tensions and fostering collaborative solutions.
- The role of active listening and empathy in conflict resolution.
- Negotiation Skills for Professionals.
- Key negotiation concepts: BATNA, ZOPA, and mutual gains.
- Strategies for preparing and executing successful negotiations.
- Managing power dynamics and maintaining professionalism during negotiations.
- Managing Difficult Conversations.
- Techniques for addressing sensitive issues without offending.
- Navigating cultural and personality differences in communication.
- Building trust and rapport even in challenging circumstances.
- Mediation and Facilitation.
- The role of a mediator in resolving disputes.
- Techniques for facilitating group discussions and achieving consensus.
- Managing emotions and maintaining neutrality in mediation.

Unit 3: Persuasion and Influence:

- The Psychology of Persuasion.
- Understanding cognitive biases and their impact on decision-making.
- Techniques for influencing opinions and behaviors subtly and ethically.
- The role of authority, consistency, and reciprocity in persuasion.
- Building Credibility and Trust.
- Establishing and maintaining credibility in professional relationships.
- The impact of transparency and honesty on long-term influence.
- Strategies for building trust quickly in new relationships.
- Effective Rhetoric and Argumentation.
- Techniques for constructing compelling arguments.
- Balancing logic, emotion, and ethics in persuasion.
- Overcoming objections and handling counterarguments.
- Influencing Group Dynamics.
- Techniques for guiding group decision-making processes.
- The role of social proof and consensus in influencing teams.
- Managing groupthink and encouraging diverse perspectives.

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Unit 4: Crisis Communication:

- Fundamentals of Crisis Communication.
- Understanding the dynamics of communication during a crisis.
- The importance of quick, clear, and consistent messaging.
- Managing uncertainty and maintaining public trust.
- Developing a Crisis Communication Plan.
- Identifying potential crises and planning for various scenarios.
- Establishing roles and responsibilities within the crisis management team.
- Preparing messages and communication channels in advance.
- Media Relations in a Crisis.
- Techniques for handling media inquiries and interviews during a crisis.
- Crafting statements and press releases under pressure.
- Managing misinformation and maintaining message control.
- Post-Crisis Communication and Recovery.
- Communicating transparently during the recovery phase.
- Learning from crises and improving future communication strategies.
- Rebuilding trust and reputation after a crisis.

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Unit 5: Emotional Intelligence in Communication:

- The Role of Emotional Intelligence in Effective Communication.
- Understanding the components of emotional intelligence EI.
- The impact of EI on personal and professional relationships.
- Techniques for enhancing self-awareness and self-regulation.
- Developing Empathy in Communication.
- Techniques for understanding and responding to others' emotions.
- The role of active listening and validation in building empathy.
- Using empathy to diffuse conflicts and improve collaboration.
- Managing Emotional Responses.
- Techniques for controlling emotions during stressful interactions.
- Strategies for recognizing and addressing emotional triggers.
- Maintaining professionalism and composure under pressure.
- Leveraging EI to Enhance Team Dynamics.
- Techniques for fostering a supportive and emotionally intelligent team culture.
- The role of EI in leadership and team motivation.
- Improving communication and collaboration through enhanced EI.