MERCURY

Mastering Communication: Public Speaking, Mediation, and Negotiation

8 – 19 August 2027
Sharm El-Sheikh (Egypt)



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Mastering Communication: Public Speaking, Mediation, and Negotiation

Ref: 16154_1084747 **Date:** 8 – 19 August 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 8000 Euro

Introduction:

Effective communication is an indispensable skill in today's professional landscape, where clarity, persuasion, and conflict resolution are essential for shaping successful careers. The Mastering Communication: Public Speaking, Mediation, and Negotiation training course develops advanced communication abilities tailored to high-stakes environments.

This Mastering Communication: Public Speaking, Mediation, and Negotiation course empowers professionals to command attention, navigate complex interpersonal dynamics, and influence outcomes through strategic dialogue and negotiation. With a blend of theoretical foundations and real-world applications, participants will refine their presentation styles, resolve conflicts amicably, and negotiate with confidence.

Learners will explore practical frameworks and psychological tools to enhance verbal and non-verbal communication. Throughout the Mastering Communication: Public Speaking, Mediation, and Negotiation program, case studies, simulations, and role-play activities will reinforce strategic thinking and interpersonal agility. Attendees will lead conversations, build consensus, and achieve effective communication in a diverse range of settings.

Targeted Groups:

This Mastering Communication: Public Speaking, Mediation, and Negotiation training targets professionals seeking specialized knowledge and skills:

- Executives and senior managers are responsible for leading teams.
- Government officials engaged in high-level discussions.
- Human resource professionals manage employee relations.
- Legal and compliance officers who mediate disputes.
- Public relations and corporate communication experts.
- Project and program managers handling multi-stakeholder environments.
- Entrepreneurs and business leaders are aiming to influence investors.
- Consultants and advisors need persuasive communication skills.
- Trainers, educators, and facilitators are enhancing instructional delivery.
- Diplomats and international representatives are handling negotiations.

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Course Objectives:

Participants will achieve the following objectives by completing the Mastering Communication: Public Speaking, Mediation, and Negotiation course:

- Understand core communication principles across diverse professional contexts.
- Deliver compelling public speeches with clarity, structure, and engagement.
- Analyze audience dynamics to adapt tone, pace, and messaging.
- Apply active listening techniques to foster mutual understanding.
- Evaluate complex conflicts and identify resolution pathways.
- Facilitate structured mediation sessions with neutrality and poise.
- Develop negotiation strategies aligned with goals and stakeholder interests.
- Manage resistance, objections, and emotional responses constructively.
- Enhance confidence and reduce anxiety in public speaking scenarios.
- Integrate storytelling and visual aids to improve message retention.
- Construct persuasive arguments supported by logical reasoning.
- Implement feedback for continuous improvement in communication delivery.
- Lead collaborative discussions that result in actionable outcomes.
- Foster inclusivity and cultural sensitivity in global communication settings.
- Demonstrate agility in adapting to high-pressure negotiation environments.

Targeted Competencies:

Participants will gain the following competencies during the Mastering Communication: Public Speaking, Mediation, and Negotiation program:

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- Confident and impactful public speaking.
- Active and empathetic listening skills.
- Effective conflict mediation techniques.
- Structured and assertive negotiation approaches.
- Audience analysis and message adaptation.
- Clear and influential verbal and non-verbal communication.
- Persuasive storytelling and message framing.
- Emotional intelligence in high-stakes communication.
- Conflict resolution through strategic dialogue.
- Leadership presence in public forums and boardrooms.

Course Content:

Unit 1: Foundations of Professional Communication:

- Understand the principles of effective communication in professional settings.
- Differentiate between verbal, non-verbal, and written communication.
- Identify communication barriers and techniques to overcome them.
- Analyze the cultural and organizational contexts that affect communication.
- Explore the role of perception, bias, and assumptions.
- Develop a personal communication style that aligns with your professional goals.
- Practice clarity and coherence in complex messages to ensure effective communication.

Unit 2: Public Speaking Fundamentals:

- Identify components of impactful public speaking.
- Learn the structure of a powerful speech: introduction, body, and conclusion.
- Master voice control, tone modulation, and body language.
- Develop techniques to handle stage fright and speaking anxiety.
- Practice articulation, pauses, and emphasis for effect.
- Use eye contact and gestures to engage the audience.
- Craft opening hooks and memorable closings.
- Rehearse real-life scenarios and receive feedback.

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Unit 3: Audience Analysis and Engagement:

- Understand different audience types and expectations.
- Conduct demographic and psychographic audience research.
- Adapt language, tone, and content to audience needs.
- Learn to read audience cues and adjust your delivery accordingly.
- Encourage audience participation and interaction.
- Build trust through credibility and authenticity.
- Address questions and manage difficult audience behavior.

Unit 4: Storytelling and Visual Communication:

- Use storytelling to connect with your audience emotionally.
- Develop narrative arcs that support key messages.
- Use metaphors, analogies, and anecdotes to enhance clarity.
- Design impactful visual aids using slides and graphics to enhance your presentation.
- Balance text and imagery for maximum engagement.
- Maintain alignment between spoken content and visuals.
- Avoid common presentation mistakes with multimedia.

Unit 5: Core Mediation Skills:

- Define the mediation process and roles involved.
- Understand mediation ethics and neutrality.
- Identify the stages of mediation: preparation, facilitation, and resolution.
- Develop trust-building and rapport techniques.
- Use questioning techniques to surface underlying issues.
- Manage emotions and defuse tension constructively.
- Guide parties toward mutually acceptable solutions.
- Document and follow up on mediation agreements.

Unit 6: Conflict Resolution Strategies:

- Identify different types and sources of conflict.
- Analyze conflict styles and responses.
- Apply conflict resolution models in various scenarios.
- Practice interest-based vs. position-based negotiation.
- Facilitate open dialogues for reconciliation.
- Manage power imbalances and sensitive issues.
- Develop emotional regulation skills for tense interactions.
- Reinforce collaborative problem-solving techniques.

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Unit 7: Strategic Negotiation Techniques:

- Understand the psychology of negotiation.
- Define goals, BATNA, and reservation points.
- Prepare negotiation plans aligned with desired outcomes.
- Use framing and anchoring to shape offers.
- Employ assertive and cooperative strategies.
- Navigate concessions and trade-offs effectively.
- Recognize manipulation tactics and respond ethically.
- Apply multi-party negotiation dynamics.

Unit 8: Communication in High-Stakes Situations:

- Handle communication under pressure and scrutiny.
- Communicate decisions during crises with clarity.
- Build consensus in politically charged environments.
- Use transparency and trust to manage public perception.
- Conduct media interviews and public forums with confidence.
- Respond to tough questions without losing composure.
- Protect organizational reputation through communication.

Unit 9: Feedback and Continuous Improvement:

- Understand the role of feedback in professional growth.
- Deliver constructive feedback to peers and teams.
- Receive and apply feedback effectively.
- Utilize reflective practices to evaluate your communication performance.
- Track progress using communication self-assessment tools.
- Develop personalized improvement action plans.
- Participate in peer coaching and mentoring exercises.

Unit 10: Capstone Simulations and Real-world Applications:

- Engage in full-length speech delivery and evaluation.
- Facilitate a simulated workplace mediation.
- Conduct a negotiation role-play with real-time analysis.
- Apply frameworks to a high-conflict business scenario.
- Receive detailed performance feedback from instructors.
- Collaborate with peers in team-based communication challenges.
- Create a personal communication development roadmap.
- Celebrate skill mastery and readiness for real-world application.

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Final Insights & Key Takeaways:

Effective communication is a powerful tool that transforms careers, leadership, and organizational success. This Mastering Communication: Public Speaking, Mediation, and Negotiation course equips professionals with mastery in public speaking, negotiation, and mediation through immersive and practical learning. Participants walk away with greater confidence, precision, and strategic agility in a wide range of communication settings. Real-world simulations ensure learners apply these skills immediately in high-impact environments.