MERCURY

# Effective Influencing Skills and Communicate Openly Course

31 May – 4 June 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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# Effective Influencing Skills and Communicate Openly Course

**Ref:** 1001_263806 **Date:** 31 May – 4 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

## Introduction

This course provides effective communication training complemented by strategies to enhance influencing abilities. It caters to individuals who aim to become adept at steering discussions and outcomes in their favor within organizational settings.

Participants learn to converse, persuade, and inspire their professional circles by harnessing effective communication and influence. The program is a premier choice for anyone seeking to refine their collaborative and leadership skills through courses on improving communication skills.

Within the realm of effective communication lies the capacity for profound influence. This course navigates the interplay between conveying messages and shaping outcomes, making it an invaluable professional asset. As participants sharpen their effective communication and listening skills, they learn to assert their perspective without confrontation, thus mastering the art of professional influence. This program is vital for those who recognize the importance of negotiation and persuasion in achieving individual and organizational success.

This course offers effective communication training with a strong emphasis on effective influencing skills and communication. It focuses on communication and persuasion to help delegates be more impactful and influential in the organizational context.

By understanding the fundamental concepts of internal communication, participants can use their interaction skills to impact and influence more outcomes in their favor. It's one of the best communication skills courses for managers, supervisors, team leaders, and employees in all departments.

## Targeted Groups

- Managers, Supervisors, and Team leaders
- Human Resources Staff
- Employees across all departments

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## Course Objectives

At the end of this professional communication training, participants will be able to:

- Use effective communication skills so managers can tap into their strengths and know when to invoke different methodologies.
- Understand ways of influencing others without resorting to power-plays and applying direct pressure.
- Improve communication with employees through proactive, win-win strategies.
- Utilize effective communication and listening skills in discussions and meetings.
- Speak and write clearly and concisely, make key messages understandable, and train to improve workplace communication skills.
- Encourage others to express contrary views and communicate receptively through nonverbal behavior.
- Tap into their strengths in communicating and know when to invoke different methodologies.
- Understand ways of influencing others without resorting to power-plays and applying direct pressure.
- Move other people by the use of pro-active, win-win strategies
- Draw upon professional communication and presentation skills to create a winning impression in discussions and meetings
- Plan and prepare businesslike presentations with ease and be able to tap into critical decision-makers during and after the presentation
- Balance talking and listening, giving others time to contribute
- Use effective listening techniques
- Speak and write clearly and concisely to make critical messages understandable.
- Encourage others to express contrary views.
- Communicate receptively to others' ideas through nonverbal behavior e.g., eye contact, nodding, open and relaxed posture.
- Clarify what people say to ensure their understanding.
- Keep others informed e.g., supervisors, staff, and other work units.

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## Targeted Competencies

- Communication skills
- Negotiation skills
- Presenting skills
- Listening speaking skills

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## Course Content

### Unit 1: Personal Inner Communication Essentials

- What is effective communication and influence?
- Discover the power of Non-Verbal Communication interaction skills for impact and influence.
- Controlling your subconscious mind to communicate effectively.
- Understanding the communication cycle.
- Analyze the Communication Pyramid.
- Know the power of words in the communication process.
- Discover the powerful I-A-D-A communication format.
- Understanding the brain during the communication process.
- Understand the keys to successful public speaking.
- How to develop and present a vital speech.
- How to dress professionally and appropriately.
- Find out the right and wrong ways to maintain body posture.
- How do you use your voice effectively?
- Discover the power of illustrations and stories.
- Learn how to overcome Public speaking fears.
- How to listen actively and respond accordingly.
- Know the power of influence.

### Unit 2: Understanding Communication and Persuasion

- Understand the keys to successful public speaking.
- Discover the power of illustrations and stories.
- Learn how to overcome Public speaking fears.

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## Unit 3: Communicating and Presenting Effectively

- Learn how to organize and present a computer/PowerPoint presentation.
- How do you present to a cross-cultural audience?
- Using positive visual imaging and telephone communication effectively and professionally.
- Learn how to organize your presentation.
- How do you prepare and present a computer / PowerPoint presentation, etc?
- What to do before a presentation?
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How do you present to a cross-cultural audience?
- Observe what features attract an audience.
- Learn how to analyze your audience.
- Using positive visual imaging.
- How do you use the telephone effectively and professionally?

## Unit 4: Communication Strategies for Professional Excellence

- How to be an effective decision-maker in the communication process.
- Strategic communication and negotiation skills
- Discover the 9 Keys to making an effective presentation.
- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

## Unit 5: Applying Personal Influence and Persuasion

- Analyze the nine strategic principles for effective communication.
- Apply soft skills for effective interpersonal communication into a "Plan of Action" for your life and incorporation into your Company infrastructure.
- How do you be proactive and make things happen?
- Essential Communication practices for ongoing success and how to improve communication skills training.