MERCURY

Business Communication Skills Training Course

31 January – 4 February 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Business Communication Skills Training Course

Ref: 5042_287966 **Date:** 31 January – 4 February 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction to Business Communication

Apply well-honed communication techniques to navigate common work challenges. This business communication skills program, rich in effective business communication skills, incorporates practical exercises like skill practice, role-play activities, and real-time feedback.

You'll delve into the foundation of business communication, learning to communicate with authenticity and clarity. By understanding what a business communication class is about, you'll practice the best ways to convey messages, be challenged to step up assertively, and analyze how to view and respond to others effectively.

Upon completing the business communication course outline and materials, participants will have a clear understanding of practical business communication skills, enabling them to pursue a business communication certificate course or engage in further communication skills for business certification programs.

Enhancing Corporate Competencies in Communication

This intensive corporate communications training is designed for professionals seeking a solid foundation of business communication practices. Participants will explore the essentials of practical business communication skills and gain insights into the best strategies for conveying ideas and information within the corporate landscape.

The course encapsulates a comprehensive business communication program aimed at equipping individuals with not just theory but practical application of these skills. Upon completion, a business communications certificate will be awarded to recognize the proficiency gained in this crucial aspect of professional development.

Targeted Groups:

- Professionals at all levels who seek excellence in corporate communication.
- Managers and leaders aim to enhance their business communication skills for managers.

Course Objectives:

At the conclusion of this business communication seminar, participants will be able to:

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- Learn how to forge connections that establish trust and foster rapport in the workplace.
- Cultivate commitment, consensus, and collaborative efforts in their organizational domains.
- Tailor communications strategy to engage effectively with their intended audience.
- Harness the power of their unique communication style to achieve desired outcomes.
- Apply nuanced skills to connect and engage with diverse audiences, in-person or virtually.

Targeted Competencies:

By the conclusion of this business communication course, the target competencies will be able to evolve:

- Communication skills for business effectiveness.
- Advanced writing skills for corporate communications.
- Self-confidence in professional settings.
- Presentation skills for impactful delivery.
- Interpersonal skills for building professional connections.

Course Content:

Unit 1: 21st-century Business Communication

- Introduction to effective business communication.
- The function and role of a good communicator.
- Distinctions between effective and ineffective communication.
- Impact of unprofessional communication on business reputation and success.

Unit 2: Communication and Behavior

- Analyzing behavioral dynamics in business communication.
- Passive vs. assertive communication styles.
- Significance of an assertive tone ineffective interactions.

Unit 3: Business Communication Elements

- Identifying and understanding your target audience.
- The four pillars of universal audience perception.
- Mastery of written communication.
- Essentials of verbal and nonverbal interactions.
- Effective business communication through digital media.

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Unit 4: Tools for Business Communication

- Introduction to a suite of business communication tools.
- Analytical tools for understanding communication impact.
- Presentation tools for professional contexts.
- Application of communication tools to enhance workplace functionality.

Unit 5: Building Rapport

- Understanding rapport and its role in business communication.
- The power of first impressions and body language.
- Establishing connection before initiating communication.

Unit 6: Assertive Listening

- Comprehensive overview of listening as a communication tool.
- Embracing empathetic listening.
- Best practices for assertive listening.
- Identifying and overcoming barriers to effective listening.
- Avoiding missteps in the listening process.

Unit 7: Business Communication Techniques

- Identifying problems and communicating them effectively.
- Strategy development for problem-solving.
- Techniques for effective concept transmission.
- Influencing group dynamics and organizational efficiency.

Unit 8: Tools for Business Communication

- Select the appropriate communication channel for your message.
- Navigating formal vs. informal communication avenues.
- Using memos, emails, and intranet as tools.
- Public releases and digital publications for broader outreach.
- Strategic communication in public affairs.