MERCURY

Commanding Presence: Advanced Communication and Presentation Skills

25 July – 5 August 2027
Manama (Bahrain)



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

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Ref: 1039_331385 **Date:** 25 July – 5 August 2027 **Location:** Manama (Bahrain) **Fees:** 8000 Euro

Introduction

This highly interactive program has a dual focus. Week one combines communication and interpersonal skills and reveals tried and tested tools used by many blue-chip companies that generate successful personal and organizational outcomes. Participants will explore their own behavioral and leadership styles and learn how to fully engage and develop employees by using state-of-the-art techniques grounded in Neuro-Linguistic Programming NLP, Emotional Intelligence EI, and psychometric testing.

Week two explores the practical art of communicating to groups and larger audiences. In todays business world, presenting with clarity and confidence is an increasingly valued leadership skill, yet many people have a fear of communicating with larger groups and audiences.

This advanced communication and presentation skills course will take the stress out of presenting by offering a series of strategies that facilitate perfect presentations and give the presenter a commanding presence.

Harnessing Executive Presence through Advanced Training

As part of a continuous commitment to excellence in communication, we introduce a specialized segment dedicated to executive presentation training. Participants will receive rigorous coaching designed to elevate their executive presentation skills to new heights. This focused training will enable professionals to articulate their ideas with eloquence and represent their organizations with distinction.

Targeted Groups

- Head of Departments
- Managers
- Supervisors
- Team Leaders
- HR Professionals
- Employees among all departments and managerial levels

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Course Objectives

At the end of this advanced communication and presentation skills course, the participants will be able to:

- Develop communication skills and abilities which can be put to immediate use in the workplace
- Recognize personal communication styles and behavioral preferences that impact the influence we have on other people and groups
- Develop strategies for creating a positive work environment and manage conflict effectively
- Recognize different behavioral styles and learn to adapt to them to build lasting rapport
- Identify the essential components of a great presentation and how to implement them in practice
- Learn to use appropriate body language, voice, and tone to create a positive and lasting first impression in every situation and presentation
- Build a commanding presence to communicate with impact and influence
- Learn how to be able to construct an impressive, engaging presentation from preparation to delivery
- Learn to tailor their message to the needs of the audience
- Learn to project the voice with confidence and effect
- Pace a presentation to increase clarity, enhance presence and hold the attention of an audience
- Develop greater confidence to deliver business presentations to teams, organizations, and clients
- Learn effective use of visual aids

Targeted Competencies

- NLP and Emotional Intelligence
- Problem Solving and Decision Making
- Communication and Interpersonal Skills
- Self-awareness
- Assertive presence
- Business presentation skills
- Planning and Organising

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Course Content

Unit 1: How to Build Lasting Rapport

- The art of building lasting rapport
- How to identify behavioral traits and react to them
- How to modify your behavior to match others
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Read body language to understand how others are thinking and responding to you

Unit 2: Self Awareness

- Key concepts of NLP
- The relationships between NLP and Emotional Intelligence
- Connecting your feelings for greater self-awareness
- Eliciting emotions
- Noticing your unconscious messages and following your intuitions
- Self-talk and what it means
- Maslow's Hierarchy of Needs
- Internal and external referencing

Unit 3: Crystal Clear Communication

- Powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- The use of Metaphors
- Sub-modalities
- Perceptual positions
- Climates of trust
- Well-formed outcomes
- Communication exercises

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Unit 4: Empathy

- Review how to sharpen your senses to the signals others are sending you
- Communicating first impressions
- The secrets of body language
- How we communicate
- Filters to communication
- Understanding the science of lying
- Learning Styles
- Modeling - how others do things

Unit 5: Motivation

- Logical levels of change
- The importance of values in motivation
- Eliciting values for yourself and your organization
- The secrets of motivation
- Setting goals that motivate
- Creating a positive future for your organization
- Testing your well-formed outcomes
- Stepping into the future

Unit 6: The Building Blocks of Effective Business Presentations

- To fail to prepare is to prepare to fail
- Fears and concerns about presenting
- Working together and the feedback process
- Pre-prepared presentation on the subject of personal choice. Presentation
- Key learnings and outcomes
- Organizing your presentation - Who?, What? and Why?

Unit 7: Giving Structure to Your Business Presentation

- Who is your audience? What are their needs?
- Key elements of the message and why required?
- Structuring the message: the BOMBER process bang/ opening/ message/bridge/ examples/ recap
- Brainstorming materials
- Stage management, the physical environment, and visual aids
- Practical Presentation: opportunity to repeat delivery of I or differing choice

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Unit 8: The Psychology of Presenting: Controlling Self, Stress and Emotions

- Top ten fears - irrational fears of presenting
- Handling nervous reactions
- Vocal projection: stories and anecdotes
- The psychology of presenting left and right brain and maintaining audience interest
- VHF - NLP - engaging the audience lighthouse techniques
- Planning for presentation

Unit 9: Business Presentations With Style

- Managing your audience
- Handling difficult questions
- Handling difficult people!
- Personal Reflections of presentation

Unit 10: Fine-Tuning for Perfect Presenting

- Assessing personal performance
- Advanced tools to involve the audience
- Top Ten closing tips for business presenting
- Self-belief: Positive affirmations about presenting
- Business performance coaching for success
- Action planning for personal, team and organizational improvement