



Communication and Relationship Management Skills

07 - 11 Jul 2025
Casablanca (Morocco)



Communication and Relationship Management Skills

Ref.: 15554_314655 **Date:** 07 - 11 Jul 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

This course relies on active participation as a core activity relying on different business scenarios and case studies to impart critical knowledge and skills about successful communication and relationship management.

The course also uses a mix of interactive techniques, such as brief presentations by the participants, different role-plays, practical team and individual exercises, and self-evaluations.

Course Objectives:

By the end of the course, participants will be able to:

- Understand the role of trust in building successful relationships.
- Identify, analyze, and engage stakeholders - the power/interest matrix.
- Recognize the role of context when communicating and building relations with others.
- Identify and pursue relationship opportunities that bring value and achieve results.
- Develop, manage, and nurture relationships - moving from transactional to transformational.
- Expand and broaden the network of influence and success.

Target Audience:

- Leaders.
- managers.
- supervisors.
- Professionals who are keen on improving their networking and influencing skills.

Target Competencies:

- Building trust-based relationships.
- Influencing others.
- Listening.
- Interpersonal communication.
- Creative thinking and problem-solving.
- Presenting ideas.
- Building convincing business cases.
- Thinking win/win.
- Influencing others.
- Seeking input and different perspectives.

Course Outlines:

Unit 1: Relationships and the trust factor:

- Introduction to human relations:
 - The good, the bad, and the ugly.
- The need for relationships and networks:
 - Thinking beyond oneself.
 - The challenges of modern-day habits.
- Why does trust matter?
 - Positive relationships versus forced relationships.
 - The Johari Window.
- What influences relationships and networks?

Unit 2: Relationships and Communication:

- The three elements of communication.
- The importance of preparing and organizing one's thoughts and ideas.
- Why assertiveness matters - the pros and cons.
- The Botari Box.
- Building rapport in the workplace.
- The likeability factor.

Unit 3: Relating to the hearts and minds:

- Knowing your stakeholders.
- Managing your stakeholders' expectations.
- 'Selling' your ideas.
- Creating a persuasive message that evokes the right emotions.
- Reframing your message to accommodate your stakeholders' needs, wants, and style.
- Communicating with difficult people.
- Communicating difficult topics.


Unit 4: Building and influencing relationships:

- Power and influencing.
- Dale Carnegie and self-awareness.
- What's in it for Us WIIFU versus What's in it for Me WIIFM:
 - Identifying opportunities to build strong and healthy working relationships.
- The role of context in building a successful relationship.
- Seeking feedback and different perspectives.
- Investing in a relationship:
 - Moving from the transactional to the transformational.
 - Tips to develop positive relationships.
- Working through difficult relationships:
 - Divesting from a relationship.



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Unit 5: Successful networking:

- Reasons for building your network.
- The benefits of building your network.
- Things to remember with networking.
- Simple tips to remember when building your networking.
- Effective business and professional networking.
- Broadening your network.



**Registration form on the :
Communication and Relationship Management Skills**

code: 15554 **From:** 07 - 11 Jul 2025 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

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