Mastering Communication: Negotiate, Influence & Persuade

25 – 29 January 2027
Düsseldorf (Germany)

UK Traininig
PARTNER



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Why This Course

Effective communication is the cornerstone of professional success, enabling leaders and professionals to negotiate effectively, influence others, and deliver persuasive presentations. This intensive 1-week program equips participants with advanced communication skills, blending theory with hands-on practice to enhance verbal and non-verbal techniques, develop strategic negotiation tactics, and master the art of persuasion in diverse professional settings.

What You'll Learn and Practice

By participating in this course, you will:

- Develop advanced verbal and non-verbal communication techniques for professional impact.
- Master negotiation strategies to achieve mutually beneficial outcomes.
- Strengthen influencing skills to drive change and lead effectively.
- Apply persuasive presentation methods for compelling and memorable delivery.
- Improve active listening and empathy for better stakeholder engagement.
- Use communication skills to resolve conflicts and build lasting professional relationships.

Program Flow

Day 1: Foundations of Effective Communication

- Understanding communication styles and preferences
- Verbal and non-verbal communication techniques
- Active listening and empathy in professional contexts
- Overcoming common communication barriers

Day 2: The Art of Negotiation

- Negotiation styles and strategies for different situations
- Preparing effectively for negotiations
- Techniques to achieve win-win outcomes
- Handling challenging negotiation scenarios



Day 3: Influencing with Impact

- Understanding the psychology of influence
- Developing personal influence and credibility
- Influencing techniques tailored to different personality types
- Ethical considerations when influencing others

Day 4: Mastering Persuasion

- Principles of effective persuasion
- Crafting persuasive messages and compelling arguments
- Using storytelling, metaphors, and examples to persuade
- Overcoming objections and resistance

Day 5: Putting It All Together

- Integrating negotiation, influence, and persuasion skills
- Communicating effectively in high-stakes situations
- Adapting strategies for diverse audiences and contexts
- Creating a personal action plan for ongoing improvement

Training Methodology

This program combines theoretical insights with practical exercises to ensure skill development and real-world application:

- Role-playing and negotiation simulations
- Persuasive presentation and storytelling workshops
- Interactive exercises to practice influence and communication techniques
- Group discussions and feedback sessions to refine skills

Beyond the Course

Participants will leave the program able to:

- Confidently handle complex negotiations with measurable results.
- Influence stakeholders effectively and drive organizational change.
- Deliver persuasive presentations with clarity and impact.
- Apply advanced communication techniques to resolve conflicts and strengthen professional relationships.
- Integrate negotiation, influence, and persuasion skills into everyday professional practice.

