

Advanced Communication Skills: Mastering Influence & Impact

Professional Skills
Casablanca (Morocco)
18 - 22 Aug 2025

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Advanced Communication Skills: Mastering Influence & Impact

Ref: 321811_147380 **Date:** 18 - 22 Aug 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This intensive 5-day course is designed for professionals seeking to elevate their communication skills to an advanced level. Participants will learn cutting-edge techniques in verbal and non-verbal communication, persuasion, active listening, and conflict resolution. The course combines theoretical knowledge with practical exercises to ensure immediate application in real-world scenarios.

Learning Objectives

- Master advanced verbal and non-verbal communication techniques
- Develop persuasive speaking and writing skills for various contexts
- Enhance active listening abilities to improve understanding and rapport
- Learn strategies for effective conflict resolution and negotiation
- Improve cross-cultural communication competence
- Develop skills in crafting and delivering impactful presentations

Course Modules

Day 1: Advanced Verbal Communication

- The psychology of effective communication
- Advanced language patterns and framing techniques
- Storytelling for impact and influence
- Mastering difficult conversations

Day 2: Non-Verbal Communication Mastery

- Reading and interpreting body language
- Mastering your own non-verbal cues
- The power of voice: tone, pitch, and pacing
- Creating rapport through mirroring and matching

Day 3: Persuasion and Influence

- Advanced persuasion techniques
- Ethical influence strategies
- Negotiation skills for win-win outcomes
- Overcoming resistance and objections

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point, suggesting a signal or influence.

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Day 4: Active Listening and Empathy

- Deep listening techniques
- Empathetic communication strategies
- Asking powerful questions
- Giving and receiving constructive feedback

Day 5: Advanced Presentation Skills

- Crafting compelling presentations
- Advanced public speaking techniques
- Handling Q&A sessions with confidence
- Using visual aids effectively

Practical Wins for Participants

- Increased ability to influence and persuade in professional settings
- Enhanced conflict resolution skills for improved workplace relationships
- Improved presentation and public speaking abilities
- Greater cross-cultural communication competence for global business environments

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