Effective Business Communication Techniques Training

17 – 21 January 2027
Amman (Jordan)



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Ref: 322382_197786 **Date:** 17 – 21 January 2027 **Location:** Amman (Jordan) **Fees:** 4200 GBP

Why This Course

Clear, confident, and professional communication is one of the most valuable skills in today's workplace. Whether writing an email, delivering a presentation, leading a discussion, or handling a difficult conversation, effective communication directly influences productivity, relationships, and business results.

This intensive 1-week Business Communication Skills Training program helps professionals strengthen their written, verbal, interpersonal, and digital communication capabilities. Through practical exercises, workplace examples, and guided application, participants will learn how to express ideas clearly, engage different audiences, and communicate with confidence in professional situations.

What You'll Learn and Practice

By joining this program, you will:

- Develop clear, concise, and impactful business writing skills.
- Write professional emails, reports, memos, proposals, and executive summaries.
- Deliver confident, structured, and engaging business presentations.
- Improve interpersonal communication and workplace relationship-building.
- Apply active listening, questioning, and nonverbal communication techniques.
- Manage difficult conversations, feedback, and conflict more effectively.
- Use digital communication tools and virtual meeting practices professionally.
- Communicate with cultural awareness in diverse and global business settings.

The Program Flow

Day 1: Foundations of Business Communication

- Understand the core principles of effective business communication.
- Explore communication models, barriers, and workplace challenges.
- Adapt communication style to different audiences and situations.
- Practice active listening and effective questioning techniques.
- Understand the role of nonverbal communication in professional settings.



Day 2: Mastering Business Writing

- Structure clear, professional, and reader-focused business documents.
- Write effective emails, memos, reports, and formal correspondence.
- Craft persuasive proposals and compelling executive summaries.
- Improve tone, clarity, grammar, and message flow.
- Apply proofreading and editing techniques for polished communication.

Day 3: Powerful Presentation Skills

- Plan and organize presentations with a clear purpose and structure.
- Create engaging messages that capture audience attention.
- Use visual aids effectively to support key points.
- Develop confident delivery techniques, voice control, and body language.
- Handle questions, objections, and audience interaction professionally.

Day 4: Interpersonal Communication and Conflict Resolution

- Build rapport and trust in professional relationships.
- Strengthen collaboration through clear and respectful communication.
- Navigate difficult conversations with confidence and emotional awareness.
- Apply conflict resolution strategies in workplace situations.
- Give and receive constructive feedback in a productive manner.

Day 5: Digital Communication and Modern Business Etiquette

- Apply best practices for virtual meetings and video conferences.
- Communicate professionally through digital platforms and business tools.
- Understand social media communication for professional contexts.
- Manage cross-cultural communication in global business environments.
- Explore emerging trends in business communication technology.

Individual Impact

- Strengthen confidence in written, verbal, and digital communication.
- Improve the ability to present ideas clearly and professionally.
- Develop stronger listening, feedback, and interpersonal communication skills.
- Gain practical techniques for handling challenging conversations.
- Build a personal action plan for continuous communication improvement.



Work Impact

- Enhance workplace collaboration, clarity, and professional relationships.
- Improve the quality of business documents, emails, and presentations.
- Reduce misunderstandings through more effective communication practices.
- Support better teamwork, decision-making, and productivity.
- Build a more professional and communication-focused work environment.

Training Methodology

This program combines practical learning with real workplace application through:

- Interactive discussions and guided communication exercises.
- Business writing workshops and document review activities.
- Presentation practice with feedback and improvement techniques.
- Role plays for difficult conversations, feedback, and conflict situations.
- Case studies, group activities, and real-life communication scenarios.
- Practical templates, checklists, and communication toolkits.

Beyond the Course

Upon completion, participants will be able to:

- Write clearer and more impactful business documents.
- Deliver professional presentations with confidence and structure.
- Build stronger workplace relationships through better communication.
- Handle challenging communication situations with greater control.
- Apply modern digital communication etiquette across business platforms.

