COURSE OVERVIEW PM0655
Communication Skills for 21st Century Project Team

Course Title
Communication Skills for 21st Century Project Team

Course Date/Venue
Session 1: June 29-July 03, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai UAE
Session 2: November 23-27, 2025/Crowne Meeting Room, Crowne Plaza Al Khobar, KSA

Course Reference
PM0655

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide participants with a detailed and up-to-date overview of Communication Skills for 21st Century Project Team. It covers the purpose and importance of communication in projects including its causes and consequences; the key elements of effective communication and communication styles and personalities and communication plan in project management; the active listening techniques and reflective and empathetic listening; avoiding assumptions and distractions and listening to build trust and rapport; and the digital communication and collaboration tools, remote and hybrid team communication and non-verbal and visual communication.

Further, the course will also discuss the presentation and public speaking skills, written communication excellence and team communication dynamics; the communication, assertiveness without aggression and feedback and performance conversations; building credibility and authority; the techniques of persuasion, influencing stakeholders and sponsors and negotiation as a communication tool; the cultural dimensions, high-context versus low-context cultures, adapting tone, style and messaging; and avoiding cultural miscommunication traps.

During this interactive course, participants will learn the stakeholder interests and influence and tailoring messages for executives versus teams; managing upward communication, apply client and vendor communication and planning and running effective meetings; developing a project communication strategy and crisis and change communication; and building trust and team morale, emotional intelligence and communication trends.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on communication skills

- Discuss the purpose and importance of communication in projects including its causes and consequences

- Identify the key elements of effective communication and communication styles and personalities

- Develop communication plan in project management and apply active listening techniques, reflective and empathetic listening, avoiding assumptions and distractions and listening to build trust and rapport

- Recognize digital communication and collaboration tools, remote and hybrid team communication and non-verbal and visual communication

- Carryout presentation and public speaking skills, written communication excellence and team communication dynamics

- Employ conflict resolution through communication, assertiveness without aggression and feedback and performance conversations

- Build credibility and authority and apply techniques of persuasion, influencing stakeholders and sponsors and negotiation as a communication tool

- Discuss cultural dimensions, high-context versus low-context cultures, adapting tone, style and messaging and avoiding cultural miscommunication traps

- Identify stakeholder interests and influence and tailor messages for executive's versus teams

- Manage upward communication, apply client and vendor communication and plan and run effective meetings

- Develop a project communication strategy and apply crisis and change communication

- Build trust and team morale and apply emotional intelligence and communication trends

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of communication skills for professionals in leadership or management roles, sales and customer service representatives, public speakers and presenters, team members in collaborative work environments, educators and trainers and other technical staff.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

- **British Accreditation Council (BAC)**

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

- **The International Accreditors for Continuing Education and Training (IACET - USA)**

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with almost **30 years** of extensive experience specializing in **Communication** Skills, **Business Communication Etiquette**, **Communication** & Influencing, Public Relations & Corporate **Communication**, Advanced Corporate **Communication**, Effective Presentation & **Communication**, **Conflict** Management, **Performance Management Systems**, **Organisational & Leadership** Skills, **Coaching & Mentoring**, Self & Personal Development, **Creative Problem Solving**, **Performance** Management, **Facilitation** Skills, **Presentation** Skills, **Business Writing Skills**, **Writing Business Correspondence & Document Control**, **Writing Memos & Business Letters**, **Business & Technical Report Writing**, **Talent** Management, **Risk** Management, **Resource** Management, **Emotional Intelligence**, **Customer** Service, Persuasion Techniques, **Supervisory** Skills, **Strategic Planning & Creative Thinking**, **Human Resource** Management, **Performance** Assessment & Appraisal, **Contract** Management, **Negotiation** Skills, **Tendering & Bidding**, Sourcing & Vendor Management, **Service Level Agreements**, **Purchasing** Skills, **Supply Chain** Management and **Logistics & Transportation**. She is currently the **Business Skills Trainer** working internationally across **Europe**, **Middle East**, **America** and **Asia**.

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager**, **Human Resource Manager**, **Services Buyer Manager**, **Category Manager**, **Senior Consultant/Lecturer**, **Business Skills Instructor**, **English Teacher**, **Business English Trainer**, **English Tutor**, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant from various companies and institutions like the **University of York**, Melton College, Inlingua, Field First Cartons, **Schneider Electric Ltd**, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington.

Ms. Sarah has a **Master's** degree in **Education** (**Applied Linguistics**), **Bachelor's** degree (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University** of **Central England**, **UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education** (**PGCE**) from the **University of Northumbria,** a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply** (**CIPS**) and a **BTEC** Advanced Certificate in Supervision of Biological Surveys from the GUI. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**) and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.

Course Fee

US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Training Methodology
All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Accommodation
Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program
The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	***Understanding Communication in Project Environments*** *Purpose and Importance of Communication in Projects • Communication as a Leadership Tool • Communication Breakdowns: Causes and Consequences • Formal versus Informal Communication*
0930 - 0945	*Break*
0945 – 1045	***Key Elements of Effective Communication*** *Sender, Message, Medium, Receiver, and Feedback • Verbal, Non-Verbal, and Written Communication • Barriers to Communication and Overcoming Them • The Role of Tone, Clarity, and Timing*
1045 - 1145	***Communication Styles & Personalities*** *Identifying Your Communication Style • Adapting to Different Team Member Styles • Understanding Introversion and Extroversion • Using DISC or MBTI in Project Communication*
1145 - 1230	***The Communication Plan in Project Management*** *Importance and Components of a Communication Plan • Stakeholder-Specific Communication • Communication Frequency and Channels • Tracking Communication Effectiveness*
1230 – 1245	*Break*
1245 – 1330	***Listening Skills for Leaders*** *Active Listening Techniques • Reflective and Empathetic Listening • Avoiding Assumptions and Distractions • Using Listening to Build Trust and Rapport*

1330 - 1420	**Workshop: Communication Self-Assessment** *Individual Communication Style Assessment • Feedback Exchange in Small Groups • Identifying Communication Gaps • Setting Improvement Goals*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2

0730 – 0830	**Digital Communication & Collaboration Tools** *Tools: MS Teams, Slack, Zoom, Trello, Asana • Managing Notifications and Digital Overload • Virtual Whiteboards and Shared Documents • Etiquette in Digital Communication*
0830 – 0930	**Remote & Hybrid Team Communication** *Challenges in Dispersed Team Communication • Time Zones and Cultural Considerations • Building Presence in Virtual Meetings • Engaging Remote Team Members*
0930 - 0945	*Break*
0945 – 1130	**Non-Verbal & Visual Communication** *Body Language in Virtual and In-Person Settings • Eye Contact, Posture, and Gestures • Using Visuals to Support Messages • Reading and Responding to Non-Verbal Cues*
1130 - 1230	**Presentation & Public Speaking Skills** *Structuring a Compelling Presentation • Engaging Your Audience with Storytelling • Managing Anxiety and Body Language • Using Visuals, Slides, and Props Effectively*
1230 - 1245	*Break*
1245 - 1330	**Written Communication Excellence** *Writing Clear, Concise Emails and Reports • Avoiding Jargon and Ambiguity • Tone, Grammar, and Formatting Essentials • Writing for Global and Cross-Cultural Audiences*
1330 - 1420	**Workshop: Mastering Virtual Communication** *Role Play Virtual Meeting Scenarios • Giving and Receiving Digital Feedback • Practicing Team Video Updates • Group Evaluation and Improvement Tips*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

Day 3

0730 – 0830	**Team Communication Dynamics** *Group Communication versus One-on-One • Fostering Psychological Safety • Encouraging Equal Participation • Managing Dominant or Quiet Team Members*
0830 – 0930	**Conflict Resolution through Communication** *Sources of Conflict in Project Teams • Conflict Communication Styles (Compete, Avoid, Collaborate) • Neutralizing Emotionally Charged Exchanges • Mediation and Active Listening Techniques*
0930 - 0945	*Break*

0945 – 1130	**Assertiveness without Aggression** *Speaking Up Confidently and Respectfully • Saying "No" Professionally • Handling Pushback or Resistance • Expressing Disagreement Constructively*
1130 - 1230	**Feedback & Performance Conversations** *Giving Constructive and Motivating Feedback • Receiving Feedback with Openness • Using the SBI and COIN Feedback Models • Feedback in Virtual Environments*
1230 - 1245	*Break*
1245 - 1330	**Influence & Persuasion in Projects** *Building Credibility and Authority • Techniques of Persuasion (Ethos, Logos, Pathos) • Influencing Stakeholders and Sponsors • Negotiation as a Communication Tool*
1330 - 1420	**Workshop: Difficult Conversations Simulation** *Conflict Role-Play Scenarios • Delivering Critical Feedback • Negotiating Deadlines or Resources • Peer and Instructor Feedback*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Three*

Day 4

0730 – 0830	**Communicating Across Cultures** *Cultural Dimensions (Hofstede's Model) • High-Context versus Low-Context Cultures • Adapting Tone, Style, and Messaging • Avoiding Cultural Miscommunication Traps*
0830 – 0930	**Stakeholder-Specific Communication** *Identifying Stakeholder Interests and Influence • Tailoring Messages for Executives versus Teams • Communicating Progress, Risks, and Changes • Using Empathy to Understand Stakeholder Needs*
0930 - 0945	*Break*
0945 – 1130	**Managing Upward Communication** *Reporting to Senior Leadership • Briefing Techniques and Executive Summaries • Escalation Protocols and Crisis Updates • Speaking the Language of Business Value*
1130 - 1230	**Client & Vendor Communication** *Clarity in Contracts and Agreements • Building Long-Term Communication Trust • Resolving Vendor Misunderstandings • Managing External Stakeholder Expectations*
1230 - 1245	*Break*
1245 - 1330	**Meetings that Drive Results** *Planning and Running Effective Meetings • Roles: Facilitator, Timekeeper, Scribe • Inclusive Meeting Practices • Post-Meeting Follow-Up and Minutes*
1330 - 1420	**Workshop: Global Team Simulation** *Simulating Cross-Cultural Project Team Meetings • Interpreting Verbal and Non-Verbal Cues • Bridging Communication Gaps • Debrief and Lessons Learned*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5

0730 – 0830	**Developing a Project Communication Strategy** *Strategy versus Ad-Hoc Communication • Creating Key Messages and Themes • Communication Roadmap for Project Lifecycle • Monitoring and Adjusting Communication Strategy*
0830 – 0930	**Crisis & Change Communication** *Communicating Under Pressure • Delivering Bad News with Transparency • Change Communication Planning • Rebuilding Trust Post-Crisis*
0930 - 0945	*Break*
0945 – 1100	**Building Trust & Team Morale** *Trust as the Foundation of Communication • Encouraging Team Contributions • Transparent and Authentic Leadership • Celebrating Milestones and Small Wins*
1100 – 1200	**Emotional Intelligence in Communication** *Understanding and Managing Emotions • Empathy and Perspective-Taking • Reading the Emotional Temperature of the Team • Communicating with Emotional Awareness*
1200 - 1215	*Break*
1215 – 1300	**Communication Trends for the Future** *AI, Chatbots, and Automation in Team Comms • Short-Form Video Communication • Virtual Reality and Immersive Collaboration • Asynchronous Communication Best Practices*
1300 - 1345	**Capstone: Personal Communication Excellence Plan** *Self-Reflection on Communication Growth • Defining Personal Improvement Areas • Creating a 30-60-90 Day Action Plan • Peer Coaching and Accountability Pairing*
1345 – 1400	**Course Conclusion** *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1400 – 1415	**POST TEST**
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-

Course Coordinator

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