Haward Technology Middle East

COURSE OVERVIEW SS1083-4D
Business Communication Skills

Course Title
Business Communication Skills

Course Date/Venue
June 15-18, 2025/Meeting Plus TBA, City Center Rotana Doha, Doha, Qatar

Course Reference
SS1083-4D

Course Duration/Credits
Four days/2.4 CEUs/24 PDHs

Course Description

***80% of this course is practical sessions** where participants will be engaged in a series of interactive small groups, class workshops and role-plays.*

This course is designed to provide participants with a detailed and up-to-date overview of Business Communication Skills. It covers the importance and key principles of effective communication; the communication process model and the barriers to effective communication; the verbal communication and nonverbal communication skills; the listening and feedback techniques, communication styles and personality types and how to overcome communication barriers; the business writing essentials, email etiquette and professional correspondence; the types of business reports including format and components of memos; and writing concise executive summaries, proofreading and revision techniques.

During this interactive course, participants will learn the persuasive messages, documentation and record-keeping; the digital communication platforms, team communication and participation and conflict management; the presentation skills, meetings and facilitation and negotiation and persuasion techniques; communicating during conflict or crisis, dealing with emotional responses, delivering bad news professionally and using empathy and tact; and the communication improvement plan, reflection and feedback and smart communication goals.

Course Objectives

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

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

- Discuss the importance and key principles of effective communication

- Illustrate communication process model and identify the barriers to effective communication

- Develop verbal communication and nonverbal communication skills

- Apply listening and feedback techniques and communication styles as well as identify personality types and how to overcome communication barriers

- Discuss business writing essentials, email etiquette and professional correspondence

- Recognize the types of business reports including format and components of memos and apply writing concise executive summaries and proofreading and revision techniques

- Structure persuasive messages, use evidence and logic, create calls to action and apply emotional appeal and storytelling

- Carryout documentation and record-keeping and describe digital communication platforms

- Build team communication norms, encourage participation and apply conflict management in communication

- Employ presentation skills, meetings and facilitation and negotiation and persuasion techniques

- Communicate across cultures and employ professionalism and communication ethics

- Communicate during conflict or crisis, deal with emotional responses, deliver bad news professionally and use empathy and tact

- Carryout leadership communication, customer and stakeholder communication and internal communication strategies

- Identify personal strengths and gaps, create a communication improvement plan, practice reflection and feedback and set smart communication goals

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 business communication skills for new and mid-level professionals, team leaders and supervisors, customer service representatives, sales and marketing staff, administrative and support staff, technical professionals and those who need to improve their communication in professional settings.

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

Haward's 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**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). 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.

- 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.

  Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 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.

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:

Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **30 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts** Management Skills, **Project & Construction** Management, **Project** Planning, Scheduling & Control, **Project** Management, Project Delivery & Governance Framework, **Project** Management Practices, **Project** Management Disciplines, **Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management, **Contract** Management, **Tender** Development, **Contract** Standards & Laws, **Dispute Resolution** & **Risk** Identification, Myers-Briggs Type Indicator (**MBTI**), **Organization** Development Consultation, Advanced Debriefing of **Emotional** Trauma, **Interpersonal Motivation**, **Model Based Interviewing**, **Leadership Orientation** Programme, **Coaching & Motivation**, **Creative Thinking & Problem-Solving** Techniques, **Emotional Intelligence**, **Presentation** Skills, **Communication & Interpersonal** Skills, Effective **Communication & Influencing** Skills, Effective **Business Writing Skills**, **Writing** Business Documents, **Business Writing** (Memo & Report Writing), **Leadership & Team Building**, Psychology of **Leadership**, **Interpersonal Skills & Teamwork**, **Coaching & Mentoring**, **Innovation & Creativity**, **Office Management & Administration** Skills, Controlling Your **Time & Managing Stress**, **Crisis** Management, Strategic **Human Resources** Management, **Change** Management, **Negotiation** Skills, **Strategic Planning**, **Risk** Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding **Customer** Expectations, **Corporate Governance** Best Practice, **Business Performance** Management & Improvement, Building Environment of **Trust & Commitment**, **Win-Win Negotiation** Strategies, **Quality Improvement & Resource** Optimization, Neuro Linguistic Programming (**NLP**), **Personal Resilience** Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, **Career** Management, Situation & Behaviour Analysis, Interpersonal **Motivation** Skills, **Inventory** Management and **Financial** Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist** & **Project Manager** wherein he was responsible in the project management and private psychology practices.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director**, **Medico Legal Assessor Psychologist**, **Training & Development General Manager**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior HR Consultant**, **Senior Lecturer**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals** and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD** in **Commerce Major** in **Leadership** in **Performance & Change**, a **Master's** degree in **Human Resource Management**, a **Bachelor's** degree (with Honours) in **Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional** (**PMI-PMP**), a **Certified Associate** in **Project Management** (**PMI-CAPM**), a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**). Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator**, **Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures
80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

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

Course Fee

US$ 5,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

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 workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1:   *Sunday, 15th of June 2025*

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	***Introduction to Business Communication*** *Importance in Professional Settings • Key Principles of Effective Communication • Communication Process Model • Barriers to Effective Communication*
0930 – 0945	*Break*
0945 – 1030	***Verbal Communication Skills*** *Elements of Spoken Communication • Clarity, Tone and Pacing • Matching Language to Audience • Avoiding Jargon and Filler Words*
1030 – 1130	***Nonverbal Communication*** *Body Language and Posture • Eye Contact and Facial Expressions • Gestures and Space Awareness • Interpreting Nonverbal Cues in Others*
1130 – 1215	***Listening & Feedback Techniques*** *Active Listening versus Passive Listening • Techniques for Effective Listening • Constructive Feedback Delivery • Receiving Feedback Professionally*
1215 – 1230	*Break*

1230 – 1330	**Communication Styles & Personality Types** *Identifying Different Communication Styles • Adapting to Diverse Personalities • Assertive versus Passive versus Aggressive Communication • Building Rapport through Style Awareness*
1330 – 1420	**Overcoming Communication Barriers** *Cultural and Language Differences • Emotional and Psychological Noise • Physical and Environmental Barriers • Strategies to Overcome Communication Breakdowns*
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:   **Monday, 16th of June 2025**

0730 – 0830	**Business Writing Essentials** *Characteristics of Effective Business Writing • Common Mistakes in Workplace Writing • Tone and Formality Levels • Grammar and Punctuation Review*
0830 – 0930	**Email Etiquette & Professional Correspondence** *Structure of Professional Emails • Salutations, Closings and Tone • Managing CC, BCC and Attachments • Avoiding Miscommunication in Emails*
0930 – 0945	*Break*
0945 – 1100	**Report & Memo Writing** *Types of Business Reports • Format and Components of Memos • Writing Concise Executive Summaries • Proofreading and Revision Techniques*
1100 – 1215	**Writing for Persuasion & Influence** *Structuring Persuasive Messages • Using Evidence and Logic • Creating Calls to Action • Emotional Appeal and Storytelling*
1215 – 1230	*Break*
1230 – 1330	**Documentation & Record-Keeping** *Writing Minutes and Internal Documents • Clarity in Standard Operating Procedures • Note-Taking for Meetings • Email Trails and Written Records*
1330 – 1420	**Digital Communication Platforms** *Chat Tools and Professional Messaging • Video Conferencing Communication • Instant Messaging Etiquette • Document Collaboration Tools*
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:   **Tuesday, 17th of June 2025**

0730 – 0830	**Communication in Teams** *Building Team Communication Norms • Roles and Responsibilities in Group Talks • Encouraging Participation • Conflict Management in Communication*
0830 – 0930	**Presentation Skills** *Structuring a Business Presentation • Verbal Delivery and Vocal Variety • Slide Design and Visual Support • Handling Q&A Sessions*
0930 – 0945	*Break*
0945 – 1100	**Meetings & Facilitation** *Planning and Structuring Meetings • Time and Agenda Management • Encouraging Dialogue and Managing Silence • Summarizing Discussions Effectively*

1100 – 1215	**Negotiation & Persuasion Techniques** *Communication in Negotiations • Assertiveness Without Aggression • Framing Proposals Effectively • Identifying and Responding to Objections*
1215 – 1230	*Break*
1230 – 1330	**Communicating Across Cultures** *Understanding Cultural Communication Styles • Adapting Tone and Content • Avoiding Misinterpretation • Global Etiquette and Customs*
1330 – 1420	**Professionalism & Communication Ethics** *Ethical Considerations in Workplace Communication • Confidentiality and Responsible Speech • Respect and Inclusion • Managing Rumors and Gossip*
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:   **Wednesday, 18th of June 2025**

0730 – 0830	**Crisis & Difficult Conversations** *Communicating During Conflict or Crisis • Dealing with Emotional Responses • Delivering Bad News Professionally • Using Empathy and Tact*
0830 – 0930	**Leadership Communication** *Vision and Motivation through Words • Influencing through Storytelling • Delegation and Expectation Setting • Building Credibility through Communication*
0930 – 0945	*Break*
0945 – 1100	**Customer & Stakeholder Communication** *Understanding the Audience's Needs • Service-Oriented Language • Handling Complaints Effectively • Responding to Different Communication Styles*
1100 – 1215	**Internal Communication Strategies** *Top-Down and Bottom-Up Communication • Employee Engagement Techniques • Communication Planning and Feedback Loops • Use of Internal Bulletins and Newsletters*
1215 – 1230	*Break*
1230 - 1300	**Self-Assessment & Communication Goals** *Identifying Personal Strengths and Gaps • Creating a Communication Improvement Plan • Practicing Reflection and Feedback • Setting SMART Communication Goals*
1300 - 1345	**Practical Application & Roleplays** *Real-World Case Simulations • Role-Playing Exercises (Email, Meetings, Calls) • Group Presentation and Feedback*
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

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.

Course Coordinator

Reem Dergham, Tel: +974 4423 1327, Email: reem@haward.org