

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 professional essentials. etiquette and email 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.

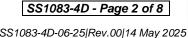






















Who Should Attend

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 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 A©EI (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.



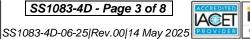




















Course Instructor(s)

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.

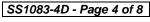
























Training Methodology

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:

Sunday, 15th of June 2025 Day 1.

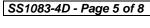
Day I.	Sunday, 15 Of June 2025
0730 - 0800	Registration & Coffee
0800 - 0815	Welcome & Introduction
0815 - 0830	PRE-TEST
0020 0020	Introduction to Business Communication
	Importance in Professional Settings • Key Principles of Effective
0830 – 0930	Communication • Communication Process Model • Barriers 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
	Listening & Feedback Techniques
1130 – 1215	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, 16 th 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
	Email Etiquette & Professional Correspondence
0830 - 0930	Structure of Professional Emails • Salutations, Closings and Tone • Managing
	CC, BCC and Attachments • Avoiding Miscommunication in Emails
0930 - 0945	Break
	Report & Memo Writing
0945 - 1100	Types of Business Reports • Format and Components of Memos • Writing
	Concise Executive Summaries • Proofreading and Revision Techniques
	Writing for Persuasion & Influence
1100 - 1215	Structuring Persuasive Messages • Using Evidence and Logic • Creating Calls
	to Action • Emotional Appeal and Storytelling
1215 - 1230	Break
	Documentation & Record-Keeping
1230 – 1330	Writing Minutes and Internal Documents • Clarity in Standard Operating
	Procedures • Note-Taking for Meetings • Email Trails and Written Records
	Digital Communication Platforms
1330 – 1420	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

Tuesday, 17th of June 2025 Day 3:

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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, 18 th 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
	Leadership Communication
0830 - 0930	Vision and Motivation through Words • Influencing through Storytelling •
0030 - 0330	Delegation and Expectation Setting • Building Credibility through
	Communication
0930 - 0945	Break
	Customer & Stakeholder Communication
0945 - 1100	Understanding the Audience's Needs • Service-Oriented Language • Handling
	Complaints Effectively • Responding to Different Communication Styles
	Internal Communication Strategies
1100 – 1215	Top-Down and Bottom-Up Communication • Employee Engagement
1100 - 1213	Techniques • Communication Planning and Feedback Loops • Use of Internal
	Bulletins and Newsletters
1215 – 1230	Break
	Self-Assessment & Communication Goals
1230 - 1300	Identifying Personal Strengths and Gaps • Creating a Communication
1230 - 1300	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.



<u>Course Coordinator</u> Reem Dergham, Tel: +974 4423 1327, Email: <u>reem@haward.org</u>



















