Haward Technology Middle East

COURSE OVERVIEW SS0430
Communication Skills

Course Title
Communication Skills

Course Date/Venue
Session 1: January 19-23, 2025/Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar
Session 2: July 27-31, 2025/Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar

Course Reference
SS0430

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

In today's fast-paced business environment, daily schedules often include numerous meetings and communications in addition to more traditional individual project work. Strong communication skills help leverage such interactions into opportunities for building consensus and improving efficiency.

This course emphasizes specific tools and techniques for improving listening skills, delivering effective messages and bridging different communication styles. In extensive workshops, you develop the "communications agility" needed to handle interactions with people at varying levels across an organization.

Through intensive in-class workshops and simulations, participants work in small groups to apply communications tools and strategies, including:

- Profiling your communication style
- Assessing your relationship skills
- Creating value through communication
- Bridging the communication gap to reach communicators with other styles
- Reinforcing active listening with paraphrasing and other techniques
- Interpreting unspoken attitudes and behaviors in a group context
- Expressing clear messages

Course Objectives

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

- Apply and gain a comprehensive knowledge on communication skills

- Listen to the others and communicate effectively and in a manner that fosters open communication

- Acquire different communication skills needed to communicate effectively and efficiently in a professional work environment

- Identify and interpret different methods/styles of communication skills to build more productive working relationship

- Identify barriers to communication skills and strategies to overcome them

- Determine the various tools and techniques in getting your message across effectively

- Demonstrate active listening through non-verbal communication

- Improve the behavior of those who communicate and work with others

- Sharpen your communication skills to improve clarity and conciseness

- Pave the way for positive interactions

- Apply the Customer Service Paradigm to establish greater value for customers

- Read the "emotional content" accompanying messages

- Develop and maintain open channels of communication and improve ways in dealing with challenging conversations

- Anticipate and avoid common misunderstandings

- Build greater relationship skills that emphasize trust and respect

- Identify the roadblocks that undermine your ability to communicate effectively

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 basic communication for those who need to deliver clear messages, staff whose job demands frequent communication with groups and those who want to strengthen their communication skill and enhance their ability to interact with others. Further, this course is also beneficial for all the department personnel.

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: -

- 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 **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.

- 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.

Course Fee

US$ 6,000 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 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:

Mr. Douglas Robinson, MBA, BSc (Honors), Dip, is currently the **President** of **DSR Consulting** and the **Professor** of **Business Studies Unit** (BSU) at **Durban Institute of Technology** (DIT), where he is lecturing at **MBA level** in **Human Resources Management** (**HRM**), **Leadership** & **Change** Management, **HR Learning & Development, Employee Relations, Recruitment & Interview** Skills, **Administration, Business Acumen, Administration** Functional Competencies, **Business Management** Foundation, **Interpersonal** & **Leadership** Skills, **Personal** Effectiveness, **Presentation** Skills, **Administration** & Management Skills, **Negotiation** Skills & Managing **Conflict, Communication & Listening** Skills, **Adaptability** & **Flexibility, Learning** & **Self Development, Industrial Relationships, Driving Performance, Performance** Measurement, **Performance Goal** Implementation, **Organizational Performance Metrics & KPIs, Teamwork & Collaboration, Political Savvy & Organizational** Awareness, Continual Improvement of Systems, Processes & Procedures, Organizational Purpose, Vision, Mission & Strategy, **Planning & Organizing, Scheduling & Coordinating, Problem Solving & Decision-Making, Critical & Analytical Thinking, Goal Setting, Coaching,** Systems Thinking & Systems Approach, Effective Email & Report Business Writing, Networking & Partnering, Self-Mastery & Personal Leadership, **Customer Service** Excellence, **Time Management** Techniques, Organizing Daily Activities, Handling Difficulties & Pressure, Productivity & Feedback Management, **ISO 9001 Lead Auditor, Commercial Negotiation & Legal** Aspects, Logistics & Supply Chain Management, **Quality** Management, **Project Financial Planning, Financial** Management, **Materials Inventory** Management, **Asset & Inventory** Management, **Asset Lifecycle** Management, **Records & Document** Management, **Office** Administration, **Adaptability & Flexibility, Persuasion & Influencing,** Building & Managing **Relationships,** Cultural Awareness & Diversity, **Emotional Intelligence, Budgeting & Cost Control, Budgeting & Estimating, Financial & Cost-Benefit** Analysis, Fundamentals of **Finance, Accounting, Costing & Budgeting,** Earned Value Analysis, **Project Accounting, Project** Management, **Contract & Tendering** Management, Operations Management, **Procurement** Management, **Public Relations** Management, **Risk & Stakeholder** Management, Entrepreneurship and International Business.

Mr. Robinson has over **40 years** of international experience in **Contract** Management, **Quality** Management, **ISO Standards,** Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing Strategies, Project Management, Business Systems, Operations Management and Business Re-Organization. Further, he is a **Registered Assessor** of **Quality** Management, Logistics, Supply Chain Management, Procurement Strategies, Purchasing and Outsourcing.

As a leader in the **Quality**, Procurement and Logistics fields, Mr. Robinson facilitated in-house skills development programmes in a lot of companies worldwide and has **extensive consulting experience** in both the public and private sectors. His experience includes implementing SAP system in Procurement, financial, sales, distribution, materials management and costing.

During his long career life, Mr. Robinson worked for many **international companies** such as Tiger Brands, Nestle's, Mondi Manufacturing, Mondi Forests, Masonite Africa Ltd., Frame etc. He worked as **General Manager, Quality Manager, Procurement Manager, Logistics Manager, Logistics Superintendent, Project Manager, Purchasing Supervisor, SAP Facilitator,** etc.

Due to his thorough and long experience and knowledge, Mr. Robinson is **recognized internationally** as an **Expert** in Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing, Strategic planning, business wellness analysis, **Contract** management, **Project** Management, feasibility studies, financial analysis, cash-flow forecasting, Capital investment analysis, risk analysis, Business process analysis, and **Quality Management Systems**.

Mr. Robinson has a **Master** degree in **Business Administration** (**MBA**) from the **University of Durban-Westville**, a **Bachelor** degree with **Honors** in **Business Management** and **Administration** and **Diplomas** in **Medical Technology, Marketing Management, Business Management** and **Project Management** from the **University of Rhodesia** and from the **Damelin Management School** respectively. Further, he is a **Certified Instructor/Trainer**, a **Certified Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**), an active member of international professional affiliations and delivered innumerable trainings, courses, workshops and seminars 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 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	***Communication as a Tool*** *Exploring the Relationship Between Communication and Job Performance ● Raising the Quality and Effectiveness of Contact with Colleagues ● Using Good Communication to Achieve Excellent Customer Service ● Identifying What You Can Give and Receive in Vital Relationships*
0930 – 0945	*Break*
0945 – 1100	***Communicating Across Cultures***
1100 – 1215	***Getting your Message Across Effectively*** *Communication Styles ● Laying the Groundwork ● Recognizing & Defusing Defensive Reactions*
1215 – 1230	*Break*
1230 – 1420	***Getting your Message Across Effectively (cont'd)*** *The Importance of Communication Styles ● Discussing Technical Topics with a Non-Technical Audience*
1420 - 1430	***Recap***
1430	*Lunch & End of Day One*

Day 2

0730 – 0930	***Cross-Cultural Business Situations***
0930 – 0945	*Break*
0945 – 1100	***The Art of Listening*** *Listening Skills and Its Importance*
1100 – 1215	***The Art of Listening (cont'd)*** *Active Listening*
1215 – 1230	*Break*
1230 – 1420	***The Art of Listening (cont'd)*** *Lending Precision to Listening*
1420 - 1430	***Recap***
1430	*Lunch & End of Day Two*

Day 3

0730 – 0930	**The Customer Service Paradigm** *Considering Everyone your Customer*
0930 – 0945	*Break*
0945 – 1100	**The Customer Service Paradigm (cont'd)** *Establishing Greater Value for Customers*
1100 – 1215	**Adapting to Stakeholder Communication Needs**
1215 – 1230	*Break*
1230 – 1420	**Adapting to Stakeholder Communication Needs (cont'd)**
1420 - 1430	**Recap**
1430	*Lunch & End of Day Three*

Day 4

0730 – 0930	**Effective & Powerful Communication Skills**
0930 – 0945	*Break*
0945 – 1100	**Building Diplomacy, Tact & Credibility**
1100 – 1215	**Developing & Maintaining Open Channels of Communication** *Importance of Positive Messages & Confidence*
1215 – 1230	*Break*
1230 – 1420	**Developing & Maintaining Open Channels of Communication (cont'd)** *Uncovering Hidden Assumptions ● The Impact of Openness on Relationships*
1420 - 1430	**Recap**
1430	*Lunch & End of Day Four*

Day 5

0730 – 0930	**Dealing with Challenging Conversations** *Dealing with Difficult People and Personalities ● Persuasion*
0930 – 0945	*Break*
0945 – 1100	**Dealing with Challenging Conversations (cont'd)** *Creating a Language Environment Devoid of Verbal Abuse and Defensiveness ●* *Defusing Defensiveness in Others with No Loss of Face to Anyone*
1100 – 1215	**Dealing with Challenging Conversations (cont'd)** *Criticism and Feedback ● Creating an Effective Interactive Feedback Loop*
1215 – 1230	*Break*
1230 – 1345	**Dealing with Challenging Conversations (cont'd)** *Building Trust and Mutual Respect with Authentic Conversation*
1345 - 1400	**Course Conclusion**
1400 – 1415	**POST TEST**
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions/Site Visit

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

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