

# CERTIFICATE IN ADVANCED BUSINESS COMMUNICATION

## **COURSE OVERVIEW**

This Certificate in Advanced Business Communication course is designed to enhance participants' ability to communicate effectively in professional settings. The program focuses on developing advanced skills in verbal and written communication, interpersonal interactions, and adapting to various business contexts. Participants will learn strategies for clear and impactful communication, professionalism in business correspondence, and building collaborative relationships. Through practical exercises, real-life scenarios, and discussions, participants will gain the confidence and tools needed to excel in business communication. This course is tailored for non-managers at an introductory to intermediate level.

## **TARGET COMPETENCIES**

- Effective Verbal Communication
- Professional Written Skills
- Audience Analysis Techniques
- Clarity and Brevity Mastery
- Conflict Resolution Strategies
- Interpersonal Communication Dynamics

## **COURSE OBJECTIVES**

By completely attending this course, participants will learn how to:

- Develop advanced verbal and written communication skills.
- Adapt communication styles for different audiences and contexts.
- Enhance clarity and professionalism in business writing.
- Apply strategies for managing conflicts effectively.
- Improve interpersonal communication in collaborative settings.
- Utilize techniques for building rapport and trust.
- Master non-verbal communication cues.
- Craft professional and impactful business messages.

## **TARGET AUDIENCE**

The course targets non-managers, including administrative professionals, entry-level employees, and customer service representatives, who regularly engage in business communication and wish to enhance their skills for greater professional effectiveness.

To register or for complete course information

Office: +971 4 430 8394 | WhatsApp: +971 50 454 9895 | Email: [courses@viftraining.com](mailto:courses@viftraining.com)

web: [www.viftraining.com](http://www.viftraining.com)

# COURSE METHODOLOGY

The course uses a mix of instructor-led sessions, group discussions, hands-on activities, and real-world case studies to ensure practical and comprehensive learning.

## COURSE OUTLINE

### **EFFECTIVE VERBAL COMMUNICATION**

- Components of impactful communication.
  - Voice modulation techniques.
  - Using persuasive language.
  - Managing communication flow.
- Techniques for active listening.
  - Understanding verbal cues.
  - Reflective listening practices.
  - Avoiding communication barriers.
- Presentation skills enhancement.
  - Structuring effective presentations.
  - Engaging the audience.
  - Handling Q&A sessions confidently.

### **PROFESSIONAL WRITTEN SKILLS**

- Fundamentals of business writing.
  - Structuring documents logically.
  - Writing clear and concise content.
  - Balancing tone and professionalism.
- Writing business emails.
  - Creating impactful subject lines.
  - Writing structured email bodies.
  - Using formal and polite language.
- Drafting formal documents.
  - Writing business proposals.
  - Crafting memos and letters.
  - Ensuring alignment with organizational standards.

### **AUDIENCE ANALYSIS TECHNIQUES**

- Identifying audience needs.
  - Assessing audience preferences.
  - Tailoring messages for different groups.
  - Using culturally sensitive language.
- Building audience engagement.
  - Writing with empathy.
  - Addressing specific concerns.
  - Balancing technical and non-technical details.
- Communicating with clarity.
  - Avoiding information overload.
  - Emphasizing key points.
  - Simplifying complex concepts.

### **CLARITY AND BREVITY MASTERY**

- Writing concise messages.
  - Eliminating redundancy.
  - Using bullet points effectively.
  - Streamlining content for impact.
- Enhancing readability.
  - Formatting techniques for clarity.
  - Highlighting critical information.
  - Avoiding ambiguous language.
- Communicating key ideas.
  - Structuring brief reports.
  - Condensing lengthy explanations.
  - Ensuring message alignment.

### **CONFLICT RESOLUTION STRATEGIES**

- Understanding conflict dynamics.
  - Types of workplace conflicts.
  - Identifying root causes.
  - Managing emotional responses.
- Effective conflict communication.
  - Active listening in disagreements.
  - Using assertive language.
  - Finding common ground.
- Resolving workplace disputes.
  - Negotiating solutions.
  - Mediating between parties.
  - Documenting agreements.

### **INTERPERSONAL COMMUNICATION DYNAMICS**

- Building trust in relationships.
  - Developing rapport with colleagues.
  - Communicating with integrity.
  - Managing feedback constructively.
- Mastering non-verbal cues.
  - Interpreting body language.
  - Maintaining eye contact.
  - Adopting an open posture.
- Enhancing collaboration.
  - Encouraging teamwork.
  - Aligning communication goals.
  - Supporting mutual understanding.

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