

# CERTIFIED AI-POWERED BUSINESS COMMUNICATION STRATEGIST (CABCS)

## COURSE OVERVIEW

This advanced certification program equips participants with cutting-edge communication capabilities by integrating AI-driven tools, behavioral science, and modern business communication frameworks. The course blends strategic messaging, digital storytelling, interpersonal intelligence, and executive presence with AI applications that enhance clarity, influence, and organizational impact. Participants will explore how AI transforms written, verbal, and visual communication, enabling faster decision-making, stronger engagement, and more persuasive interactions. Through real-world scenarios and simulations, the program prepares professionals to lead communication efforts in dynamic workplaces, hybrid teams, and tech-driven environments—developing future-ready strategists capable of communicating with precision, confidence, and measurable results.

## TARGET COMPETENCIES

- Strategic Communication
- Storytelling Intelligence
- Interpersonal Dynamics
- Digital Fluency
- Executive Presence
- Feedback Mastery
- Persuasive Messaging

## COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Apply strategic communication frameworks to business interactions
- Analyze audiences to craft targeted, persuasive messages
- Build compelling stories supported by visuals and data
- Demonstrate advanced emotional intelligence during conversations
- Integrate AI tools to enhance speaking, writing, and decision-making
- Deliver high-impact presentations with improved executive presence
- Navigate conflicts using interpersonal and behavioral insights
- Communicate confidently across hybrid and virtual environments

## TARGET AUDIENCE

This program is designed for professionals seeking to elevate their communication capabilities in AI-transformed workplaces. Participants include:

- Team leaders and supervisors communicating across functions
- Client-facing professionals handling negotiations and presentations
- Managers seeking stronger influence and leadership communication
- Executives preparing for high-stakes communication
- Professionals transitioning to digital or hybrid communication environments

These individuals will benefit from mastering modern, AI-supported communication techniques that enhance clarity, persuasiveness, and strategic influence.

# **COURSE METHODOLOGY**

This course uses interactive lectures, AI-driven tools, communication simulations, real-world case studies, structured group tasks, role-plays, storytelling labs, and personalized feedback to ensure immediate workplace application and advanced communication mastery.

## **COURSE OUTLINE**

### **STRATEGIC COMMUNICATION**

- Understanding multi-level audiences
- Structuring high-impact messages
- Leveraging AI for message clarity
- Communicating across corporate structures
- Selecting optimal channels

### **STORYTELLING INTELLIGENCE**

- Building compelling narratives
- Combining logic + emotion
- AI-supported story creation
- Visual communication skills
- Designing audience-centered stories

### **INTERPERSONAL DYNAMICS**

- Strengthening relationship-building skills
- Navigating difficult conversations
- Emotional intelligence mastery
- Deep listening techniques
- Behavior-based communication

### **DIGITAL FLUENCY**

- AI-supported communication
- Digital professionalism
- Virtual presentation mastery
- Managing hybrid teams
- Cross-platform communication

### **EXECUTIVE PRESENCE**

- High-impact delivery
- Professional credibility
- Leadership tone
- Non-verbal effectiveness
- Persuasion confidence

### **FEEDBACK MASTERY**

- Effective feedback models
- Performance conversations
- Behavior-based frameworks
- Feedback culture
- Growth-oriented dialogue

### **PERSUASIVE MESSAGING**

- Structuring persuasive messages
- Understanding cognitive patterns
- Trust-building communication
- AI persuasion tools
- Ethical influence

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To register or for complete course information

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