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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Communication Skills

Code	City	hotel	Start	End	price	Language - Hours
AC-121SA	Taif	Hotel Meeting Room	2026-12-13	2026-12-17	9950 SR	En - 25

Program Objectives

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

- Acquire the skills necessary for communicating in an effective manner.
- Improve their ability to communicate across cultures.
- Employ techniques for listening actively and empathically.
- Communicate in an assertive manner.
- Manage interpersonal conflict.
- Handle feedback and criticism constructively.
- Utilize advanced communication tools and skills.
- Discover different personal listening styles.
- Understand and harness the power of body language.
- Apply meta programs to improve their understanding of people.
- Practice and use assertiveness skills in different situations.
- Unlock the secrets of influence for effective communication.

Course Outlines

Effective Communication

- Introduction to Communication
- Elements of Effective Communication
- Qualities of Effective Communicators
- The Communication Process
- Communication Beyond Words

- Sources of Miscommunication: Barriers
- Overcoming Communication Barriers

Defining Effective Communication

- Communication Overview: Definition and Characteristics
- Evolution of Communication
- Communicating for Results
- Understanding Elements of Communication
- The Element of Noise
- Mehrabian’s 55-38-7 Rule
- Overcoming Communication Anxiety and Other Obstacles

Communication Across Cultures

- Improving Cross-Cultural Communication: Guidelines
- Managing Perceptions and Biases
- Understanding Communication Styles
- The Cross-Cultural Communication Skill Set
- Communicating within Multi-Cultural Teams
- Universal Laws of Persuasion: Process

Active Listening

- Hearing versus Listening
- Mastering Active Listening
- Asking the Right Questions
- Five Probing Techniques
- Pitfalls of Leading Questions

The Art of Listening

- Effective Listening and Paraphrasing Techniques
- Understanding Different Listening Styles: Active versus Passive Styles

- Improving the Information Recall Rate
- Assessing Personal Listening Profiles

Internal Listening Filters

- Sensory Input Channels
- Internal Filter Systems: the 6 Layers
- 6 Listening Meta Programs
- Avoiding the Loss of Information

Communication Behavior and Conflict Management

- Passive, Aggressive and Assertive Behavior
- Verbal and Non-Verbal Elements of Communication
- Understanding Conflict: Sources
- Conflict Management Styles

Mastering Conflict Management Skills

- Learning to Say No
- Mastering Body Language
- The Art of Body Language
- Components of Non Verbal Communication
- The Power of Appearances
- Eliciting Thinking Patterns through Eye Movement
- Building Rapport using Body Language

Constructive Feedback and Criticism

- The Value of Feedback
- Positive and Negative Feedback
- Giving Constructive Criticism
- Dealing with Negative Criticism

Advanced Assertiveness Skills

- Understanding Assertiveness: Definition and Values
- Components of Passive, Assertive and Aggressive Styles
- Assertiveness Rights and Responsibilities
- Managing Criticism Assertively

The Power of Influence and Persuasion

- Definition and Characteristics of Influence
- 6 Principles of Persuasion: How to Apply Them
- Bases and Sources of Power
- Dealing with Difficult People Using Persuation

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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