

Advanced Communication & Influencing Skills

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Advanced Communication & Influencing Skills is a high-impact executive training course designed for professionals who need to communicate with authority, build trust, influence stakeholders, and drive positive outcomes across complex organizational environments. In today's government entities, ministries, public sector organizations, and large corporations, communication is no longer a soft skill; it is a strategic leadership capability that shapes decisions, strengthens relationships, resolves challenges, and improves institutional performance.

This advanced communication skills training program equips participants with practical tools to communicate clearly, confidently, and persuasively in meetings, negotiations, presentations, stakeholder engagements, and cross-functional interactions. The course focuses on real-world communication challenges faced by executives, managers, team leaders, public sector professionals, and corporate decision-makers.

Through a premium executive education approach, participants will learn how to adapt their message to different audiences, manage difficult conversations, influence without authority, enhance executive presence, and create communication strategies that support organizational goals. The program provides strong value for organizations seeking to improve leadership communication, stakeholder management, employee engagement, service excellence, and decision-making effectiveness.

Course Objectives

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

- Strengthen advanced communication skills for executive, managerial, and professional contexts.
- Communicate with clarity, confidence, credibility, and strategic purpose.
- Apply persuasive communication techniques to influence decisions and stakeholder behavior.
- Adapt communication styles to different audiences, personalities, and organizational situations.

- Manage challenging conversations, objections, resistance, and conflict professionally.
- Build stronger relationships with internal and external stakeholders.
- Enhance executive presence, professional confidence, and leadership impact.
- Use active listening, questioning, and feedback techniques to improve collaboration.
- Deliver messages that are structured, concise, convincing, and outcome-focused.
- Apply practical influencing strategies in meetings, presentations, negotiations, and public sector environments.

Course Content (5-Day Training Outline)

Day 1: Foundations of Strategic Communication

- The role of communication in leadership, governance, and organizational performance.
- Understanding communication as a strategic business and public sector capability.
- Key barriers to effective communication in large organizations.
- Principles of clear, concise, and audience-focused messaging.
- Verbal, non-verbal, and written communication impact.
- Building credibility, trust, and professional confidence.
- Communication styles and how to adapt to different stakeholders.
- Practical exercises in message clarity and professional expression.

Day 2: Persuasive Communication and Influencing Techniques

- Understanding influence in executive and professional environments.
- Influencing without formal authority.
- Building persuasive arguments using logic, credibility, and emotional intelligence.
- Structuring messages to gain attention, acceptance, and action.
- Identifying stakeholder needs, concerns, and decision drivers.
- Communicating value, urgency, and strategic relevance.
- Handling objections and resistance with confidence.

- Practical role plays in influencing colleagues, managers, clients, and decision-makers.

Day 3: Stakeholder Communication and Relationship Management

- Mapping stakeholders and understanding their communication expectations.
- Managing upward, downward, and cross-functional communication.
- Building alignment across departments, teams, and leadership levels.
- Communication techniques for ministries, government entities, and public sector organizations.
- Managing communication in high-pressure and politically sensitive environments.
- Strengthening trust through transparency, consistency, and professionalism.
- Dealing with difficult personalities and complex stakeholder dynamics.
- Group activities on stakeholder engagement and relationship-building strategies.

Day 4: Difficult Conversations, Conflict, and Negotiation Communication

- Preparing for sensitive and challenging conversations.
- Managing disagreement, tension, and emotional reactions professionally.
- Using questioning and active listening to uncover real issues.
- Communicating feedback constructively and respectfully.
- De-escalation techniques for conflict and resistance.
- Negotiation communication principles for professional settings.
- Maintaining authority and diplomacy under pressure.
- Simulated scenarios for conflict resolution, feedback conversations, and negotiation dialogue.

Day 5: Executive Presence, Presentation Impact, and Action Planning

- Developing executive presence through communication style, tone, and confidence.
- Communicating with senior leaders, boards, government officials, and strategic partners.
- Delivering powerful presentations with clarity and influence.
- Storytelling techniques for business, government, and executive communication.
- Leading meetings and discussions with authority and structure.

- Creating a personal communication improvement plan.
- Applying communication and influencing skills to real workplace situations.
- Final practical exercises, feedback, and implementation planning.

Target Audience

This course is designed for professionals who need to communicate effectively, influence others, and represent their organizations with confidence and credibility, including:

- Executives, directors, senior managers, and department heads.
- Government officials and public sector professionals.
- Ministry employees and policy implementation teams.
- Managers, supervisors, and team leaders.
- Human resources, public relations, and corporate communication professionals.
- Project managers and program managers.
- Customer experience and service excellence leaders.
- Professionals responsible for stakeholder engagement and relationship management.
- Employees preparing for leadership or client-facing roles.
- Corporate professionals who need advanced communication and influencing capabilities.

Course Requirements

Participants are expected to have a basic level of professional communication experience and a willingness to engage in practical exercises, discussions, role plays, and workplace-based scenarios. No technical background is required. The course is suitable for both experienced professionals and emerging leaders who want to improve their ability to communicate strategically, influence effectively, and handle complex professional interactions.

Training Methodology

The training methodology combines executive-level instruction with practical application, interactive learning, and real-world implementation. The course is designed to ensure that participants do not only understand

communication concepts but also practice and apply them in realistic professional situations.

The methodology includes:

- Interactive lectures and facilitated discussions.
- Case studies from government, public sector, and corporate environments.
- Practical communication exercises and role plays.
- Stakeholder communication simulations.
- Group activities and peer feedback.
- Scenario-based learning for difficult conversations and influencing situations.
- Presentation and executive communication practice.
- Personal action planning for workplace implementation.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Communicate complex ideas in a clear, structured, and persuasive manner.
- Build stronger professional relationships with colleagues, leaders, clients, and stakeholders.
- Influence decisions and gain support for ideas, initiatives, and organizational priorities.
- Manage difficult conversations with confidence, diplomacy, and professionalism.
- Handle objections, resistance, and conflict more effectively.
- Demonstrate stronger executive presence in meetings, presentations, and stakeholder engagements.
- Apply active listening and powerful questioning to improve understanding and collaboration.
- Adapt communication strategies to different audiences and organizational contexts.
- Strengthen credibility, trust, and professional impact.
- Transfer advanced communication and influencing techniques directly to the workplace.

Instructor Profile

The course will be delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings deep knowledge of executive communication, leadership development, stakeholder engagement, persuasive communication, and organizational effectiveness. The training approach

combines global best practices with practical insights gained from working with government entities, public sector organizations, large corporations, and executive professionals.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

Websitewww.skillslab-training.com**Email**info@skillslab-training.com**WhatsApp**[+966 559 653 447](https://wa.me/966559653447)

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

www.skillslab-training.com