

# aractech

Global Learning for Operational Leaders

LEADERSHIP AND MANAGEMENT | LM-006

## Certificate in High Impact Business Communication

### Contact

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### Address

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# Course content

## Why Attend

Do you want your writing skills to get you noticed and your work admired?

This intensive 5-day training course is about effective communications skills essential for organisational and personal success.

## Course Methodology

## Course Objectives

## Target Audience

- This Certificate in High Impact Business Communication training course is suitable to a wide range of professionals who would like to improve their business communication skills but will greatly benefit:
- Professionals who have greater communications responsibilities in their evolving roles or who are finding new communications challenges in their careers
- Individuals reporting up to senior executives or the board and want to shine
- Supervisors/Managers/Department Heads with new communication challenges in their careers

# Course outline

## Detailed course outline

Day-by-day outline for Certificate in High Impact Business Communication.

### Day 1 - Improving Business Communication

- Barriers and pitfalls of business communication
- Differences between written and spoken communication and their implications
- Managing e-mails to be noticed
- Writing effective business letters
- Writing professional agendas and minutes
- Writing instructions and guidelines

### Day 2 - What Makes an Effective Report?

- Characteristics of an effective report
- Understanding the readers' needs
- Generating ideas – Mind mapping and brain storming
- Selecting and structuring the content – logical sequencing
- Sources of information and research techniques
- Great beginnings and neat endings

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### Day 3 - The Writing Process

- Managing your time and priorities
- Sentences, paragraphs and readability
- Critical reading and managing comments
- Proofreading, grammar and punctuation
- Tables, diagrams, figures and graphs
- The executive summary

### Day 4 - Presentation Skills

- Characteristics of effective presentations
- Preparing a persuasive business presentation
- The pillars of effective presentations
- Structuring the presentation and making a case
- Positive body language
- Using visuals effectively

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### Day 5 - Making a Case & Influencing Skills

- Choosing words for maximum impact
- Handling questions from your audience
- Team presentations to convince critics
- Supporting presentations with written documentation
- Making a persuasive business case
- Influencing Skills and getting support

# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in High Impact Business Communication generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Istanbul	Classroom	€1,995
20 - 24 July 2026	Vienna	Classroom	€2,975
3 - 7 August 2026	Barcelona	Classroom	€2,695
7 - 11 September 2026	Paris	Classroom	€3,150
12 - 16 October 2026	Frankfurt	Classroom	€2,275
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Frankfurt	Classroom	€2,275

### Live online option

Online delivery is available at €1,250.