

aractech

Global Learning for Operational Leaders



COMMUNICATION AND WRITING SKILLS

Mastering Effective Communication: Speak, Write, and Influence

Contact

+31 85 7444446
info@aractech.com
<https://aractech.eu>

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

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Effective communication is the cornerstone of personal and professional success. This course is designed to help participants develop the skills to communicate clearly, confidently, and persuasively in both written and verbal forms. Whether you're delivering a presentation, writing an email, or engaging in a difficult conversation, this course will equip you with the tools to influence and inspire your audience.

Course Methodology

- Lectures : Expert-led sessions on communication theories and best practices.
- Group Discussions : Collaborative activities to share ideas and experiences.
- Role-Playing : Simulated scenarios to practice communication skills.
- Writing Exercises : Hands-on practice for crafting clear and impactful written content.
- Feedback Sessions : Constructive feedback from trainers and peers to refine skills.

Course Objectives

- Understand the principles of effective communication.
- Develop confidence in public speaking and presentations.
- Enhance writing skills for professional and personal contexts.
- Learn techniques to persuade and influence others.
- Improve active listening and interpersonal communication skills.
- Handle difficult conversations and conflicts with tact and professionalism.

Target Audience

- This course is ideal for:
- Professionals seeking to improve their communication skills.
- Managers and team leaders who want to inspire and influence their teams.

Course outline

Detailed course outline

Day-by-day outline for Mastering Effective Communication: Speak, Write, and Influence.

Day 1 - Foundations of Effective Communication

- Morning Session :
 - Introduction to communication: Key concepts and principles.
 - The communication process: Sender, message, receiver, and feedback.
 - Barriers to effective communication and how to overcome them.
- Afternoon Session :
 - Verbal vs. non-verbal communication: Body language, tone, and gestures.

Day 2 - Mastering Public Speaking and Presentations

- Morning Session :
 - Overcoming public speaking anxiety: Tips and techniques.
 - Structuring a presentation: Introduction, body, and conclusion.
 - Using visual aids effectively (e.g., PowerPoint, charts).
- Afternoon Session :
 - Delivering with confidence: Voice modulation, pacing, and emphasis.

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Day 3 - Writing with Clarity and Impact

- Morning Session :
 - Principles of effective writing: Clarity, conciseness, and coherence.
 - Writing for different audiences: Tailoring your message.
 - Common writing pitfalls and how to avoid them.
- Afternoon Session :
 - Crafting professional emails, reports, and proposals.

Day 4 - Persuasion and Influence

- Morning Session :
 - The psychology of persuasion: Ethos, pathos, and logos.
 - Building credibility and trust in your communication.
 - Storytelling as a tool for influence.
- Afternoon Session :
 - Persuasive writing: Crafting compelling arguments and calls to action.

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Day 5 - Handling Difficult Conversations and Conflict Resolution

- Morning Session :
 - Understanding conflict: Causes and types.
 - Strategies for managing difficult conversations.
 - Emotional intelligence in communication.
- Afternoon Session :
 - Role-playing: Practicing conflict resolution scenarios.

Seminar dates

Available seminar dates

Live dates and pricing for Mastering Effective Communication: Speak, Write, and Influence generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Munich	Classroom	€2,415
22 - 26 June 2026	Barcelona	Classroom	€2,695
13 - 17 July 2026	Paris	Classroom	€3,150
17 - 21 August 2026	Frankfurt	Classroom	€2,275
21 - 25 September 2026	Barcelona	Classroom	€2,695
19 - 23 October 2026	Frankfurt	Classroom	€2,275
2 - 6 November 2026	Rome	Classroom	€2,975

Live online option

Online delivery is available at €1,250.