SCANDINAVIAN ACADEMY
For Training and Development

Course: Communication Skills

Code	City	Hotel	Start	End	Price	Language - Hours
121	Sharm ElShaikh (Egypt)	Hotel Meeting Room	2025-07-27	2025-07-31	2950 €	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 and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.