



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Effective People Skills

Code	City	Hotel	Start	End	Price	Language - Hours
280	Casablanca (Morocco)	Hotel Meeting Room	2025-10-12	2025-10-16	3450 €	En - 25

### The Course

All businesses in the current climate need a competitive edge. This can be gained through innovative and exciting products and services, or through effective and efficient world class employees.

Top performing organisations are passionate about their most valuable resource - their staff. In order to maintain their high standards a large proportion of their time and energy is spent on continuous professional development, not only of their employees, but of their business.

This highly interactive 5-day Communication and Interpersonal Skills programme investigates the tried and trusted management processes, procedures and methodology used by many blue chip companies. They use the tools to develop high levels of performance from their staff. This in turn ensures the future and reputation of their companies through innovative development, service and evaluation. This course offers participants practical solutions to work related issues.

During the workshop you will explore a variety of behaviours, discuss leadership styles and learn how to get the most out of your staff by using state of the art techniques such as Neuro Linguistic Programming (NLP), Emotional Intelligence and psychometric testing.

This course will give you the knowledge and understanding you need to move forward with enthusiasm and assurance. You will feel able to build a productive and cohesive unit, establishing strong working relationships with people at all levels. As you gain in experience and confidence, you will be recognised as an able and supportive supervisor



and colleague.

## The Goals

- Develop skills and abilities which can be put to immediate use in the workplace
- Recognising personal style and behaviour preferences
- Build effective communication skills
- Develop strategies for creating a positive work environment
- Learn how to delegate and motivate
- Build and develop teams
- Recognise differing behavioural styles and learn to adapt to them in order to build lasting rapport
- Understand the key roles you have in encouraging and developing your staff
- Harness the power of personal motivation
- Give and receive feedback on performance and perception
- Massively improve your leadership skills

## The Process

The seminar is carefully designed to address all styles of learning and to engage participants fully. Lectures and discussions are either preceded or followed by powerful individual or group exercises. These exercises provide opportunities for personal participation in real situations. This process makes training fun filled, fast-paced, challenging and empowering. This seminar uses the cutting edge skills of Neuro-Linguistic Programming and Emotional Intelligence to open your mind to how people think.

## The Benefits

- Greater understanding of behavioural motivation will decrease staff absences and turnover
- Motivated managers and supervisors will progress within your organisation rather



- than with your competitors
- Improved two way communication models
  - Improved inter-team working
  - Create and maintain a motivated, high performance workforce
  - A learning organisation that can effectively manage the changes that the future requires
  - Highly trained and motivated managers who will be able to raise performance standards and morale of their staff and colleagues
  - A more confident and effective team of negotiators and presenters
  - A crystal clear communication strategy within your organisation
  - A greater understanding of behaviours within the organisation
  - Innovative strategies for working with others within the organisation and outside
  - Lasting rapport with customers, ensuring they work with your organisation rather than a competitor
  - Communication of company targets and time restrained goals

## **The Results**

- Develop your skill as a leader in order to create a high performing team
- Be able to identify the appropriate management model to improve individual and team performances
- Give and receive feedback in a positive manner
- Understanding of the behavioural styles of yourself, your team and your colleagues
- Be able to motivate and develop your staff regardless of their behavioural styles
- Be adaptable in a variety of different situations
- Overall, to feel more confident about your ability to get the very best from your team
- Understand the innovative business tools of NLP, Emotional Intelligence and behavioural techniques and be able to model those skills when working with others
- Be able to embrace change and communicate it to others
- Demonstrate confidence in front of colleagues, customers and friends
- Utilize crystal clear communication models in order to maintain rapport



- Use appropriate body language, voice and tone in order to create a positive and lasting first impression in every situation
- Be able to identify the appropriate management model to improve individual and team performances

## **The Core Competencies**

- NLP and Emotional Intelligence
- Problem Solving and Decision Making
- Communication and Interpersonal Skills
- Motivating Staff
- Assertiveness
- Building and Leading Teams

## **The Programme Content**

### **Day One : How to Build Lasting Rapport**

- The art of building lasting rapport
- How to identify behavioural traits and react to them
- How to modify your own behaviour to match other's
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Read body language in order to understand how others are thinking and responding to you

### **Day Two : Self Awareness**

- Key concepts of NLP



- The relationships between NLP and Emotional Intelligence
- Connecting your feelings for greater self awareness
- Eliciting emotions
- Noticing your unconscious messages and following your intuitions
- Self talk and what it means
- Maslow's Hierarchy of Needs
- Internal and external referencing

### **Day Three : Crystal Clear Communication**

- Powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- The use of Metaphors
- Sub-modalities
- Perceptual positions
- Climates of trust
- Well formed outcomes
- Communication exercises

### **Day Four : Empathy**

- Review how to sharpen your senses to the signals others are sending you
- Communicating first impressions
- The secrets of body language
- How we communicate
- Filters to communication
- Understanding the science of lying
- Learning Styles
- Modelling - how others do things

### **Day Five : Motivation**



- Logical levels of change
- The importance of values in motivation
- Eliciting values for yourself and your organisation
- The secrets of motivation
- Setting goals that motivate
- Creating a positive future for your organisation
- Testing your well-formed outcomes
- Stepping into the future



**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.