



**SCANDINAVIAN ACADEMY**  
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# Course: Communication Skills

Code	City	Hotel	Start	End	Price	Language - Hours
121	Cairo (Egypt)	Hotel Meeting Room	2025-11-16	2025-11-20	2550 €	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 Persuasion



**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.