



## كيف تكون قائداً فعالاً من خلال التواصل الفعال

المدة: 5 يوم

اللغة: ar

كود الكورس: MG2-126

### هدف الكورس

Upon completion of this course, participants will be able to:

- Be more confident, authentic, and effective with your communication skills while still working on improving them.
  - Use positive, engaging, and direct language.
  - Be able to present yourself more professionally in front of audiences.
  - Be self-assured in senior meetings or in taking control of negotiations.
- Persuade and convince others to gain recognition and support from your peers.
  - Manage up, down, and sideways and confidently present your ideas.
- Create an open-door policy to ensure your employees feel confident approaching you.

- Develop your active listening skills and take on feedback to enact change.

## الجمهور

This course is designed for anyone who intends to progress or needs to improve communication within their own team. It would be most beneficial for:

- Operations Managers
- Marketing Managers
  - Directors
- Media Professionals
- Account Executives
- Public Relations Officers
  - Senior Executives
- Customer Service Representatives
  - Sales Personnel
  - HR Personnel

## منهجية التدريب

This course uses various adult learning methods to aid understanding and comprehension. Participants will participate in group discussions regarding communication difficulties, review real-world case study examples of effective communication, and view trainer-led presentations regarding communication techniques. A role-playing activity will allow participants to practice their communication and negotiation skills, and a teamwork exercise will be conducted to determine a forward-thinking action plan.

## الملخص

There are many different skills to learn that will help in a workplace environment, from confidence to negotiation to assertiveness. All these skills are required to become a good leader and role model to a team. They will assist in motivating your workforce to achieve a collective goal and catch the attention of partners and stakeholders to secure investment.

To be a good communicator, you will need to address effective body language, enhance your negotiation skills and perform active listening to gain buy-in and take on feedback from your team. A good communicator can move forward with their ideas, gaining the confidence of others, but also take a step back to listen to the ideas of others to help improve the department and make necessary changes.

Great leaders are there to work for their teams, support them when something goes wrong, and pick them up when they lack motivation. This means you'll need to enact an open-door policy to ensure your team feels happy and confident in approaching you with an open and honest communication style. You will need to know about problems before you can resolve them, and good communication is the key to finding out what needs to improve in your department.

## محتوى الكورس والمخطط الزمني

### Section 1: Leadership-Developing & Respect

- What is authenticity?
- Learning to be more assertive and emotionally intelligent.
- Reading the body language of the audience and giving confident signals.
- The art of actively listening and asking the right questions.
  - Satisfying clients' needs.
- Give and receive constructive criticism or feedback.

### Section 2: Speaking Loud and Clear

- Learning to think and speak clearly and logically.
- Telling stories can be the most successful teaching tool.
  - Communication team building exercise.
  - Persuasion: The pillars.
- Providing a strong example of a perfect leader, where others are influenced by your decisions.
- How to deal with challenges healthily and effectively in a productive manner.

### Section 3: Ideas, Delivering Reports & Proposals

- SMART targets and a straightforward brief.
- Adjust your reports for your purpose and audience.
  - Creating a sensible flow and structure.
- Signposts to help make things look more professional.
  - Structured ideas that are concise and readable.
- Excellent convincing via visuals-charts and graphics to prove your professionalism.

## Section 4: Meetings & Negotiations

- Learning an easier and more effective way to manage time and agenda.
- How self-confidence can help when conversing with higher authority.
  - Dealing with difficult people in a professional manner.
  - How to properly manage conflict.
  - Developing win-win solutions.

## Section 5: Persuasive Presentations

- Properly analysing your body language.
- Creating mind maps to add structure to your planning.
  - Projecting your voice.
  - Asserting yourself with confidence.
- Handling questions professionally with ease.
- Develop a personal action plan for your department.

### تفاصيل الشهادة

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

### التصنيفات

الجودة والإنتاجية، القيادة والإدارة، إدارة المشاريع

### مقالات ذات صلة



## THE IMPORTANCE OF EFFECTIVE COMMUNICATION IN A REMOTE WORKPLACE

### مهارات العمل عن بعد وكيفية تحسينها

العمل عن بعد ينتشر أكثر وأكثر. يترك العديد من الموظفين أعمالهم التقليدية في المكتب من أجل مرونة العمل من المنزل – أو في أي مكان به اتصال بالإنترنت. مع التقدم التكنولوجي وتزايد إدراك الشركات لفوائد القوى العاملة عن بعد، أصبح عدد أقل من الموظفين مجبرين على الدوام من المكتب بشكل