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LEADERSHIP AND MANAGEMENT | LM-006

Certificate in High Impact Business Communication

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Course content

Why Attend

Why Choose Certificate in High Impact Business Communication Training Course?

Do you want your writing skills to get you noticed and your work admired?

This intensive 5-day training course is about effective communications skills essential for organisational and personal success.

It provides a superb opportunity for professionals to take those skills to a higher level. There is a wealth of practical guidance on improving the effectiveness of various forms of written communication.

This Certificate in High Impact Business Communication training course will present how writing and presentation skills can work in tandem to achieve results.

If you want your reports, memos, letters and e-mail to be read with interest and acted upon and if you want to be able to present your ideas with impact and effectiveness, this is the right training course for you.

This Certificate in High Impact Business Communication training course will feature:

How to adapt your writing to your audience's needs

Proven ways to improve the effectiveness of various forms of written communication

Presentation skills to persuade even the most hostile audience

Power language to improve persuasiveness and impact

How to convey a credible message and create concise messages using a structured writing process

What are the Goals?

By the end of This Certificate in High Impact Business Communication training course, participants will be able to:

Improve the effectiveness of your reports, proposals, emails, letters and other communication



Course content

Why Attend

Develop more efficient writing processes, improving project and time management

Meet the needs of your readerships/audiences enabling them achieve their own objectives

Develop your presentational skills and the techniques to enhance impact and effectiveness

Deploy the right techniques, tools and skills for a wide variety of communications challenges

Who is this Training Course for?

This Certificate in High Impact Business Communication training course is suitable to a wide range of professionals who would like to improve their business communication skills but will greatly benefit:

Professionals who have greater communications responsibilities in their evolving roles or who are finding new communications challenges in their careers

Individuals reporting up to senior executives or the board and want to shine

Supervisors/Managers/Department Heads with new communication challenges in their careers

Course outline

Day One: Improving Business Communication

- Barriers and pitfalls of business communication
- Differences between written and spoken communication and their implications
- Managing e-mails to be noticed
- Writing effective business letters
- Writing professional agendas and minutes
- Writing instructions and guidelines

Day Two: What Makes an Effective Report?

- Characteristics of an effective report



Course content

Course outline

- Understanding the readers' needs
- Generating ideas – Mind mapping and brain storming
- Selecting and structuring the content – logical sequencing
- Sources of information and research techniques
- Great beginnings and neat endings

Day Three: The Writing Process

- Managing your time and priorities
- Sentences, paragraphs and readability
- Critical reading and managing comments
- Proofreading, grammar and punctuation
- Tables, diagrams, figures and graphs
- The executive summary

Day Four: Presentation Skills

- Characteristics of effective presentations
- Preparing a persuasive business presentation
- The pillars of effective presentations
- Structuring the presentation and making a case
- Positive body language
- Using visuals effectively

Day Five: Making a Case & Influencing Skills

- Choosing words for maximum impact



Course content

Course outline

- Handling questions from your audience
- Team presentations to convince critics
- Supporting presentations with written documentation
- Making a persuasive business case
- Influencing Skills and getting support



Seminar dates

Available seminar dates

Live dates and pricing for Certificate in High Impact Business Communication generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Frankfurt - Germany	Classroom	**€2,600.-**
18 - 22 January 2027	Istanbul - Turkey	Classroom	**€2,280.-**
15 - 19 February 2027	Cape Town - South Africa	Classroom	**€3,400.-**
15 - 19 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 April 2027	Paris - France	Classroom	**€3,600.-**
17 - 21 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
21 - 25 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 July 2027	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 August 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 September 2027	Vienna - Austria	Classroom	**€3,400.-**
18 - 22 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 November 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**

Live online option	Online delivery is available at €1,850.-.