



INTERPERSONAL SKILLS AND SELF DEVELOPMENT

Advanced Communication Skills

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Whether you communicate under pressure, manage challenges in interpersonal relationships, or look to build lasting rapport, your communication style and competence are the cornerstones for improving your chances of achieving your objectives. The aim of this course is to assist you in becoming a more effective communicator by identifying people's thinking patterns and preferred learning methods and by tailoring your communication accordingly. Getting a better understanding of how you communicate with others as well as how others communicate with you will improve business and personal relationships. Moreover, this course will help you fine-tune the way you interact with others, which can be the key to your workplace and overall success.

Why Attend

The workshop is designed to be interactive and participatory. It includes various pedagogical tools to enable participants to function effectively and efficiently in a multilateral environment. The course will be built on four pedagogical pillars: concept learning (presentations by the consultant), role playing (group exercises),

Who Should Attend

This course is targeted at employees, supervisors, middle managers and senior managers seeking to take their communication skills to the next level by developing advanced communication techniques and strategies.

— Learning Objectives

- Use advanced communication tools and skills to deliver various types of messages
- Identify the different personal listening styles and discover their own
- Apply meta programs to improve understanding of people
- Describe and harness the power of body language
- Practice and use assertiveness skills in different situations
- Demonstrate the use of the secrets of influence for effective communication

— Course Outline

DAY 1

Defining effective communication

- Communication: definition and characteristics
- Myths about communication
- Communication functions
- The four laws of communication
- 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 etiquette

DAY 2

The art of listening

- Common listening issues
- Guidelines for effective listening
- Effective listening and paraphrasing techniques
- Understanding different listening styles: active versus passive styles
- Improving the information recall rate
- Assessing personal listening profiles

DAY 3

Internal listening filters

- Understanding the filter system
- Sensory input channels
- Internal filter systems: the 6 layers
- The 6 listening meta programs
- Overcoming the 6 filters when communicating
- Avoiding the loss of information

DAY 4

Mastering body language

- The art of body language
- Components of non verbal communication
- The power of appearance

- Communicating through colors
- Evaluating your body language skills
- Eliciting thinking patterns through eye movement
- Building rapport using body language

DAY

5

Advanced assertiveness skills

- Understanding assertiveness: definition and values
- Components of passive, assertive and aggressive styles
- Assertiveness rights and responsibilities
- Activities for practicing assertive behavior
- Managing criticism assertively
- Day 6: The power of influence and persuasion
- Definition and characteristics of influence
- The 6 principles of persuasion: how to apply them
- Bases and sources of power
- Dealing with difficult people using persuasion

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Frankfurt - Germany	€1,625
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Rome - Italy	€2,125
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
14 - 18 December 2026	Frankfurt - Germany	€1,625
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Paris - France	€2,250

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.