

Certificate in High Impact Business Communication

Course code: LM-006



SPARK TRAINING

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

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

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.

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises built around Day One: Improving Business Communication, Day Two: What Makes an Effective Report?, Day Three: The Writing Process, and day four: presentation skills.

Who Should Attend

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

— Learning Objectives

- 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

Course Outline

DAY
1

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
2

Day Two: What Makes an Effective Report?

- Characteristics of an effective report
- 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
3

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
4

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
5

Day Five: Making a Case & Influencing Skills

- Choosing words for maximum impact
- 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

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Frankfurt - Germany	€1,625
18 - 22 January 2027	Istanbul - Türkiye	€1,425
15 - 19 February 2027	Cape Town - South Africa	€2,125
15 - 19 March 2027	Barcelona - Spain	€1,925
19 - 23 April 2027	Paris - France	€2,250
17 - 21 May 2027	Frankfurt - Germany	€1,625

— 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.