

Effective Business Communication Techniques

Course code: DMBI-002



SPARK TRAINING

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

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— Workshop Overview

Effective communication is a critical skill that directly impacts leadership, teamwork, productivity, and business success. Many organizational challenges arise not from lack of technical ability, but from poor communication, unclear messaging, and ineffective stakeholder engagement. This course equips participants with practical tools and techniques to communicate clearly, confidently, and persuasively in professional environments. Participants will learn how to improve verbal, non-verbal, and written communication, manage difficult conversations, and adapt their communication style to different audiences and business situations.

Why Attend

This course is highly interactive and practice-oriented. It combines short theoretical inputs with role-playing exercises, group discussions, communication simulations, and real workplace scenarios. Participants will practice presentations, email writing, negotiation dialogues, and feedback sessions. Video analysis and peer feedback may

Who Should Attend

Managers and Team Leaders
Project and Operations Staff
Customer Service and Sales Professionals
Engineers and Technical Professionals
Administrative and Support Staff
Anyone seeking to improve professional communication skills

— Learning Objectives

- Understand the principles of effective business communication
- Improve verbal, non-verbal, and written communication skills
- Communicate clearly with internal and external stakeholders
- Deliver professional presentations with confidence
- Handle difficult conversations and conflicts effectively
- Write clear, structured, and professional business documents
- Adapt communication style to different audiences
- Enhance listening skills and emotional intelligence in communication

— Course Outline

DAY
1

Foundations of Business Communication

- Importance of communication in business success
- Communication process and barriers
- Verbal, non-verbal, and written communication
- Principles of clarity, accuracy, and relevance
- Building communication confidence

DAY
2

Professional Writing and Email Communication

- Principles of effective business writing
- Structuring emails and business messages
- Tone, clarity, and professionalism in writing
- Common writing mistakes and how to avoid them
- Writing for different business purposes

DAY
3

Verbal Communication and Presentation Skills

- Effective speaking techniques
- Structuring presentations clearly
- Engaging and influencing an audience
- Overcoming nervousness and building confidence
- Use of visuals and supporting materials

DAY
4

Interpersonal Communication and Conflict Handling

- Active listening techniques
- Giving and receiving feedback
- Managing difficult conversations
- Conflict resolution strategies
- Emotional intelligence in communication

DAY
5

Advanced Communication in Business Contexts

- Negotiation and persuasion techniques
- Cross-cultural communication in business
- Stakeholder communication strategies
- Crisis and high-pressure communication

- Final role-play and practical assessment

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Munich - Germany	€1,725
16 - 20 November 2026	London - United Kingdom	€2,100
7 - 11 December 2026	Barcelona - Spain	€1,925
11 - 15 January 2027	Geneva - Switzerland	€2,625
8 - 12 February 2027	Munich - Germany	€2,125
8 - 12 March 2027	Barcelona - Spain	€1,925
12 - 16 April 2027	Rome - Italy	€2,125
10 - 14 May 2027	Munich - Germany	€2,125

— 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.