

SPARK

COMMUNICATION AND WRITING SKILLS

Mastering Effective Communication: Speak, Write, and Influence

Professional training programme



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

Effective communication is the cornerstone of personal and professional success. This course is designed to help participants develop the skills to communicate clearly, confidently, and persuasively in both written and verbal forms. Whether you're delivering a presentation, writing an email, or engaging in a difficult conversation, this course will equip you with the tools to influence and inspire your audience.

Why Attend

This course is highly interactive and practical, combining:

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Who Should Attend

Professionals seeking to improve their communication skills.

Managers and team leaders who want to inspire and influence their teams.

Writers, marketers, and content creators looking to refine their craft.

Students and recent graduates preparing for the workplace.

— Learning Objectives

- Understand the principles of effective communication.
- Develop confidence in public speaking and presentations.
- Enhance writing skills for professional and personal contexts.
- Learn techniques to persuade and influence others.
- Improve active listening and interpersonal communication skills.
- Handle difficult conversations and conflicts with tact and professionalism.

Course Outline

**DAY
1**

Foundations of Effective Communication

- Morning Session : Introduction to communication: Key concepts and principles. The communication process: Sender, message, receiver, and feedback. Barriers to effective communication and how to overcome them.
- Afternoon Session : Verbal vs. non-verbal communication: Body language, tone, and gestures. Active listening: Techniques to improve understanding and engagement. Practical exercise: Role-playing conversations with feedback. Day 2: Mastering Public Speaking and Presentations
- Morning Session : Overcoming public speaking anxiety: Tips and techniques. Structuring a presentation: Introduction, body, and conclusion. Using visual aids effectively (e.g., PowerPoint, charts).
- Afternoon Session : Delivering with confidence: Voice modulation, pacing, and emphasis. Handling Q&A sessions and audience interactions. Practical exercise: Participants deliver short presentations with feedback. Day 3: Writing with Clarity and Impact
- Morning Session : Principles of effective writing: Clarity, conciseness, and coherence. Writing for different audiences: Tailoring your message. Common writing pitfalls and how to avoid them.
- Afternoon Session : Crafting professional emails, reports, and proposals. Editing and proofreading: Techniques for error-free writing. Practical exercise: Writing and revising a professional document. Day 4: Persuasion and Influence
- Morning Session : The psychology of persuasion: Ethos, pathos, and logos. Building credibility and trust in your communication. Storytelling as a tool for influence.
- Afternoon Session : Persuasive writing: Crafting compelling arguments and calls to action. Practical exercise: Writing a persuasive email or speech. Group discussion: Analyzing successful persuasive campaigns. Day 5: Handling Difficult Conversations and Conflict Resolution
- Morning Session : Understanding conflict: Causes and types. Strategies for managing difficult conversations. Emotional intelligence in communication.
- Afternoon Session : Role-playing: Practicing conflict resolution scenarios. Giving and receiving constructive feedback. Course wrap-up: Key takeaways and action plans for continued improvement. Additional Notes :
- Each day includes breaks and time for Q&A.
- Participants will receive a workbook with templates, checklists, and resources.
- A certificate of completion will be awarded at the end of the course.

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	Frankfurt - Germany	€1,625
2 - 6 November 2026	Rome - Italy	€2,125
21 - 25 December 2026	Kuala Lumpur - Malaysia	€1,400
18 - 22 January 2027	Munich - Germany	€2,125
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Cape Town - South Africa	€1,420
19 - 23 April 2027	Frankfurt - Germany	€1,625
17 - 21 May 2027	Barcelona - Spain	€1,925

— 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.