

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-005

Advanced Communication Skills

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Course content

Why Attend

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.

Course Methodology

- 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), experience sharing (roundtable discussions) and exposure to case studies and scenarios.

Course 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

Target Audience

- 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.
- Target Competencies
- Verbal and non-verbal communication

Course outline

Detailed course outline

Module-by-module outline for Advanced Communication Skills.

Module 1 - Defining effective communication

- Communication: definition and characteristics
- Myths about communication
- Communication functions
- The four laws of communication
- Evolution of communication
- Communicating for results

Module 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

Course outline

Detailed course outline

Module-by-module outline for Advanced Communication Skills.

Module 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

Module 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

Module 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

Seminar dates

Available seminar dates

Live dates and pricing for Advanced Communication Skills generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	Paris	Classroom	€3,150
3 - 7 August 2026	Frankfurt	Classroom	€2,275
7 - 11 September 2026	Barcelona	Classroom	€2,695
12 - 16 October 2026	Frankfurt	Classroom	€2,275
9 - 13 November 2026	Rome	Classroom	€2,975
14 - 18 December 2026	Kuala lumpur	Classroom	€1,575

Live online option

Online delivery is available at €1,250.