

aractech

Global Learning for Operational Leaders

LEADERSHIP AND MANAGEMENT | LM-006

Certificate in High Impact Business Communication

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Course content

Why Attend

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.

Course Methodology

Course Objectives

Target Audience

- 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 communications challenges in their careers
- Individuals reporting up to senior executives or the board and want to shine
- Supervisors/Managers/Department Heads with new communication challenges in their careers

Course outline

Detailed course outline

Day-by-day outline for Certificate in High Impact Business Communication.

Day 1 - 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 - 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

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Day 3 - 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 - 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

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Day 5 - 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

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in High Impact Business Communication generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Istanbul	Classroom	€1,995
20 - 24 July 2026	Vienna	Classroom	€2,975
3 - 7 August 2026	Barcelona	Classroom	€2,695
7 - 11 September 2026	Paris	Classroom	€3,150
12 - 16 October 2026	Frankfurt	Classroom	€2,275
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Frankfurt	Classroom	€2,275

Live online option

Online delivery is available at €1,250.