Effective Business Communication Techniques Training Course

23 November – 4 December 2026
Addis Ababa

AGILE LEADERS
Training Center

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Effective Business Communication Techniques Training Course

Ref: 829_224045 **Date:** 23 November – 4 December 2026 **Location:** Addis Ababa **Fees:** 6400 Euro

Overview

Effective Business Communication Techniques Training Course is a two-week course for professionals, coordinators, supervisors, team leads, client-facing functions, and managers who leave with a Workplace Communication Toolkit. Participants practice effective business communication techniques through message planning, audience adaptation, active listening, professional writing, meeting facilitation, presentations, feedback, difficult conversations, and stakeholder communication. The course turns fragmented interactions into clear, purposeful exchanges across in-person and virtual channels. Agile Leaders Training Center develops practical workplace communication capability.

Who Should Attend

- Functions responsible for coordinating information, decisions, deadlines, and handoffs across teams
- Supervisory functions responsible for giving direction, feedback, and performance-related messages
- Client-facing functions responsible for clarifying needs, explaining options, and documenting agreements
- Project and operational functions responsible for meetings, updates, escalations, and stakeholder communication
- Management functions responsible for influencing decisions and aligning cross-functional contributors
- Support functions responsible for professional writing, presentations, and virtual communication

The course assumes participants communicate regularly at work and leaves out language instruction, media relations campaigns, therapeutic counseling, and formal dispute resolution.

Departments and Industries

The course supports departments and industries where clear messages, coordinated decisions, and documented actions affect service and performance.

- Operations, project management, administration, and customer experience
- Human resources, learning, internal communication, and corporate services
- Sales, account management, procurement, and supply chain
- Financial services, professional services, technology, and telecommunications
- Healthcare, education, manufacturing, transport, and hospitality

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Learning Objectives

By the end of this course, participants will be able to:

- Apply audience analysis and message planning methods
- Use active listening, questioning, and clarification techniques
- Build concise professional writing and meeting records
- Analyze verbal, nonverbal, virtual, and cross-functional communication
- Evaluate presentations, feedback, and difficult conversations
- Build a workplace communication action plan

Course Agenda

Day 1: Map the Communication Process

- Sender-Message-Channel-Receiver Process Map
- Communication Purpose and Outcome Canvas
- Noise, Assumption, and Distortion Diagnostic
- Channel Selection Decision Matrix
- Communication Baseline Self-Assessment

Day 2: Analyze Audiences and Context

- Audience Needs and Expectations Profile
- Stakeholder Interest and Influence Grid
- Context, Culture, and Power Scan
- Receiver Readiness Assessment
- Audience Adaptation Planning Sheet

Day 3: Plan Clear and Purposeful Messages

- Purpose-Audience-Message Planning Framework
- Key Message Hierarchy
- Situation-Background-Assessment-Recommendation Structure
- Clarity, Brevity, and Action Checklist
- Tone and Register Selection Guide

Day 4: Listen and Question Productively

- Active Listening Behavior Checklist
- Open, Closed, Probing, and Clarifying Question Set
- Paraphrase and Summary Technique
- Listening Barrier Diagnosis
- Shared Understanding Confirmation Loop

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Day 5: Write Professional Workplace Messages

- Reader-Centered Email Structure
- Subject, Opening, Action, and Close Pattern
- Plain Language Editing Checklist
- Meeting Note and Decision Record
- Written Message Quality Review Grid

Day 6: Facilitate Meetings and Virtual Exchanges

- Meeting Purpose and Agenda Template
- Participation and Turn-Taking Protocol
- Virtual Channel Etiquette Guide
- Decision, Owner, and Deadline Log
- Meeting Follow-Through Tracker

Day 7: Present Ideas with Structure

- Audience-Problem-Response Presentation Arc
- Opening, Evidence, and Close Sequence
- Visual Support Selection Checklist
- Voice, Pace, and Pause Practice Grid
- Question-and-Answer Response Method

Day 8: Give Feedback and Navigate Tension

- Situation-Behavior-Impact Feedback Model
- Observation and Interpretation Separation Tool
- Difficult Conversation Preparation Canvas
- Interest-Based Dialogue Method
- De-Escalation Phrase Bank

Day 9: Influence Stakeholders and Teams

- Stakeholder Communication Route Map
- Evidence-Impact-Request Influence Pattern
- Cross-Functional Handoff Agreement
- Escalation Message Decision Tree
- Communication Action Plan Template

Day 10: Practice Integrated Communication

- Exercise: Diagnose a Misaligned Workplace Exchange
- Exercise: Rewrite and Deliver a Decision Message
- Exercise: Facilitate a Meeting and Record Actions
- Exercise: Conduct Feedback and Stakeholder Dialogues
- Capstone: Workplace Communication Toolkit

Practical Exercises

The course uses suggested activities based on service, project, operational, and people-management situations.

- Suggested activity: analyze an audience, select a channel, plan a key message, and test it for clarity and action.
- Suggested activity: practice active listening, probing questions, paraphrasing, and confirmation during a client or team conversation.
- Suggested activity: draft an email, facilitate a virtual meeting, present a recommendation, and document decisions and owners.
- Suggested activity: prepare and conduct a feedback or difficult conversation, then build a workplace communication action plan.

FAQs

Who suits effective business communication training, and what does it assume?

Professionals who write, meet, present, coordinate, supervise, or serve clients suit the course; it assumes regular workplace communication and does not require prior formal communication training.

How does effective business communication differ from public relations training?

Effective business communication focuses on everyday internal and stakeholder exchanges, while public relations training generally addresses external reputation, media, campaigns, and public audiences.

How can business messages be made clearer without losing important detail?

Clear business messages define the purpose, prioritize the main point, group supporting facts, use plain language, specify the requested action, and confirm ownership and timing.

What improves active listening during workplace conversations?

Active listening improves when participants remove distractions, observe verbal and nonverbal cues, ask purposeful questions, paraphrase meaning, test assumptions, and confirm agreed actions.

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How should difficult workplace conversations be prepared?

Difficult conversations should begin with verified observations, a clear purpose, likely interests, neutral language, listening questions, response options, boundaries, and a documented next step.

Conclusion

Participants take back a Workplace Communication Toolkit containing audience profiles, message plans, writing checks, meeting records, presentation structures, feedback guides, dialogue canvases, and an action plan. It changes communication from reactive exchanges into planned, audience-centered practice. The toolkit supports clearer decisions, stronger coordination, and traceable follow-through.