Mastering Business Communication for Leadership and Influence

15 – 26 February 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 103600411_225227 **Date:** 15 – 26 February 2027 **Location:** Addis Ababa **Fees:** 6400 Euro

Course Overview:

This dynamic course is designed for professionals seeking to enhance their communication skills with a focus on mastering business terminology. Effective communication is key to thriving in today's fast-paced corporate world, and understanding the essential language of business is crucial for success. By focusing on business communication skills, professional language mastery, and strategies for enhancing workplace interactions, participants will learn to convey messages clearly, confidently, and professionally in any business environment.

Target Audience:

- Business Executives
- Managers and Team Leaders
- HR and Communication Professionals
- Customer Relations Managers
- Sales and Marketing Teams
- Entrepreneurs

Targeted Organizational Departments:

- Communication and Public Relations
- Human Resources
- Marketing and Sales
- Leadership and Executive Teams
- Customer Service
- Training and Development

Targeted Industries:

- Corporate Business
- Consulting and Professional Services
- IT and Technology
- Finance and Banking
- Education and Training
- Marketing and Advertising

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Course Offerings:

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

- Understand and use key business terminology in various professional settings.
- Apply effective communication strategies in team, client, and leadership contexts.
- Master written and verbal business communication techniques.
- Use advanced business vocabulary in meetings, negotiations, and presentations.
- Develop corporate communication strategies that align with business objectives.

Training Methodology:

This course employs an interactive blend of case studies, group discussions, role-playing, and practical exercises. Participants will engage in real-world scenarios, mastering the vocabulary and techniques necessary for effective communication in the workplace. Each session is designed to encourage collaboration and active learning, with personalized feedback from instructors to ensure mastery of core concepts.

Course Toolbox:

- Interactive e-learning modules
- Business communication templates
- Access to a glossary of essential business terms
- Online forums for peer discussions
- Case study handouts
- Business communication checklists and guidelines
- Templates for emails, memos, and reports

Course Agenda:

Day 1: Introduction to Business Communication

- **Topic 1:** The Role of Effective Communication in Business
- **Topic 2:** Key Business Communication Terminology
- **Topic 3:** Principles of Professional Communication Language
- **Topic 4:** Enhancing Clarity and Precision in Business Writing
- **Topic 5:** Developing Verbal Communication Skills for the Workplace
- **Reflection & Review:** Key Takeaways from Day 1

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Day 2: Advanced Business Communication Skills

- **Topic 1:** Mastering Corporate Vocabulary and Jargon
- **Topic 2:** Crafting Professional Memos and Emails
- **Topic 3:** Techniques for Persuasive Business Communication
- **Topic 4:** Effective Presentation Skills for Business Leaders
- **Topic 5:** Enhancing Listening and Non-Verbal Communication Skills
- **Reflection & Review:** Analyzing Business Communication Techniques

Day 3: Communicating Across Cultures in Global Business

- **Topic 1:** Cross-Cultural Communication in Business
- **Topic 2:** Adapting Business Language for International Audiences
- **Topic 3:** Overcoming Language Barriers in Multinational Teams
- **Topic 4:** Understanding Global Business Etiquette and Professionalism
- **Topic 5:** Social Media and Digital Communication Strategies
- **Reflection & Review:** Intercultural Business Communication Insights

Day 4: Leadership and Corporate Communication

- **Topic 1:** Language of Leadership: Communicating Vision and Goals
- **Topic 2:** Engaging Stakeholders through Professional Communication
- **Topic 3:** Crisis Communication and Managing Sensitive Business Information
- **Topic 4:** Negotiation and Conflict Resolution Language
- **Topic 5:** Business Storytelling for Leaders and Executives
- **Reflection & Review:** Leadership Communication Strategies

Day 5: Mastering Business Terminology and Application

- **Topic 1:** Business Vocabulary for Financial and Operational Success
- **Topic 2:** Creating Effective Corporate Reports and Presentations
- **Topic 3:** Language of Negotiation and Persuasion in Business Deals
- **Topic 4:** Communicating with Clarity in Corporate Meetings
- **Topic 5:** Language Mastery for Career Advancement and Professional Success
- **Reflection & Review:** Key Skills for Professional Language Mastery

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

This course is designed for professionals from various industries and backgrounds. No specific prior qualifications are required, but participants should have basic business communication skills.

How long is each day's session, and is there a total number of hours required for the entire course?

Each session lasts approximately 4–5 hours, with a total of 20–25 hours of instruction across the two weeks.

How can mastering business language improve my communication at work?

Mastering business language helps you communicate more effectively, enhancing clarity and professionalism in all business interactions. It improves your ability to negotiate, present, and collaborate in any professional environment.

How This Course is Different from Other Business Communication Courses:

"Mastering Business Language: Key Terms for Professional Success" distinguishes itself by focusing on the key terminology and language tools professionals need to excel in business communication. Unlike generic courses, this course delves deep into the specific vocabulary and strategies used in high-stakes professional environments, providing participants with actionable skills that directly contribute to their career growth.