MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Administration and Customer Service

Advanced Communication Skills for Effective Professionals

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2801	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

Whether you are presenting your business ideas or attempting to resolve a conflict within your company or team, communication is key to reaching your goal. The aim of this course is to assist you in becoming a more effective communicator by learning how to identify people’s thinking patterns and preferred learning methods and by tailoring your communication accordingly. You will learn how to use every resource you have available to elevate your speeches and presentations from mundane to captivating. Moreover, in this training course, you will learn how to resolve even the most problematic conflicts using a variety of approaches and proven techniques. You will identify your preferred conflict resolution style and learn how to adapt it to tackle the situations you may face as well as become equipped with the ability to diffuse conflicts and use them as a platform for positive change.

Course Outcomes

- Use advanced communication tools and skills to deliver various types of messages
- Discover the different personal listening styles and identify their own
- Practice and use assertiveness skills in different situations
- List the main causes for boring and ineffective presentations and ways for overcoming them
- Project the right verbal and non-verbal characteristics essential in powerful presentations
- Pinpoint the main reasons that lead to Public Speaking Anxiety (PSA) and ways for eliminating them prior to presenting
- Define and understand the different sources of conflict
- Identify personal conflict resolution styles
- Manage conflict in teams and engage in effective team problem solving

Course Outline / Curriculum

- Defining effective communication
  - Communication: definition and characteristics
  - Myths about communication
  - Communication functions
  - The four laws of communication
  - Evolution of communication
  - Communicating for results
  - Understanding elements of communication
  - Mehrabian’s 55-38-7 rule
  - Overcoming communication anxiety and other obstacles
  - Communication etiquette
- 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
- Body language in communication

- The hands, legs and the eyes
- To move or to stay put?
- Tips for effective body positioning
- Guidelines for animating the legs and hands
- Characteristics of captivating verbal delivery
- Avoiding clichés and euphemisms
- The dangers of smart casual
- Dress and appearance: what are the rules?

- Public Speaking Anxiety (PSA)
  - Reasons why most people get nervous
  - Adrenalin and its effect on presentations
  - Dealing with PSA: short and long term solutions
  - What do great presenters do?
- Definitions of conflict
  - Nature and scope of conflict management
  - Misconceptions about conflict
  - Sources of conflict
  - Positive and negative factors of conflict
  - When conflict comes between you and your desired results
- Thomas–Kilmann conflict resolution mode instrument
  - Scoring and interpretations
  - Ways of coping with conflict
  - Assumptions and outcome of conflict
  - Managing conflicts and using appropriate style for more effective outcomes
  - Approaches to conflict resolution
  - Giving and receiving feedback
  - Assumptions in disagreement
  - Creating a collaborative work environment for faster and better results

Target Audience

This course is targeted at employees, supervisors, middle managers and senior managers seeking to take their communication skills, presentations skills and conflict management skills to the next level by developing advanced communication techniques and strategies.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Advanced Communication Skills for Effective Professionals
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____