Advanced Communication and Interpersonal Leadership Skills Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LE5693_286658

Course Introduction / Overview:

In today's interconnected and fast-paced corporate world, the distinction between a manager and a true leader often lies in the mastery of communication and interpersonal skills. This course is meticulously designed to bridge that gap, transforming professional potential into tangible leadership excellence. It moves beyond theoretical knowledge to instill practical, applicable skills that drive team performance, foster innovation, and build a positive organizational culture. Drawing upon foundational concepts in behavioral psychology and leadership theory, such as the work on emotional intelligence by Daniel Goleman in his seminal book "Emotional Intelligence: Why It Can Matter More Than IQ," this program provides a comprehensive framework for influential communication. Participants will explore the nuances of verbal and non-verbal cues, the art of persuasive dialogue, and the strategies for navigating complex interpersonal dynamics. At BIG BEN Training Center, we believe that effective leadership is a skill that can be cultivated. This training course provides the tools, strategies, and confidence needed to communicate with impact, lead with empathy, and inspire action in any professional setting, ensuring both personal career growth and significant organizational value.

Target Audience / This training course is suitable for:

- Managers and senior managers.
- Team leaders and supervisors.
- Project managers and program coordinators.
- Human resources professionals and business partners.
- Sales and client relationship managers.
- Executives and department heads.
- High-potential employees aspiring to leadership roles.
- Consultants and freelance professionals.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Engineering, Construction, and Manufacturing.
- Retail and Customer Service.
- Hospitality and Tourism.
- Government agencies and public sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Executive Management and Leadership.
- Human Resources and Talent Development.
- Operations and Production.
- Sales and Business Development.
- Marketing and Communications.
- Project Management Office (PMO).
- Customer Service and Support.
- Information Technology and Technical Teams.

Course Offerings:

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

- Develop advanced communication strategies for clarity and impact.
- Master active listening techniques to foster understanding and trust.
- Apply principles of emotional intelligence to enhance team dynamics.
- Deliver constructive feedback that motivates and develops others.
- Lead and facilitate more productive and engaging meetings.
- Employ effective questioning techniques to uncover critical information.
- Navigate and resolve workplace conflicts with confidence.
- Build rapport and strengthen professional relationships.
- Adapt their leadership style to different situations and personalities.
- Inspire and influence stakeholders through powerful communication.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that learning is not only absorbed but also retained and applied. We move away from traditional lecture-based formats to a dynamic workshop environment where participants are active contributors to their own learning journey. The course integrates a variety of methods, including facilitator-led discussions, real-world case study analysis, and interactive group exercises that simulate workplace challenges. A significant emphasis is placed on role-playing scenarios, allowing participants to practice new skills in a safe and supportive setting, receiving immediate and constructive feedback from both the facilitator and their peers. Self-assessment tools and diagnostic instruments will be used to increase self-awareness regarding personal communication styles and leadership tendencies. The program encourages collaborative problem-solving and peer-to-peer learning, creating a rich and diverse educational experience. Our approach ensures that participants leave not just with new knowledge, but with the practical skills and confidence to implement transformational changes in their professional interactions immediately.

Course Agenda (Course Units):

Unit One: The Foundations of Influential Communication

- The psychology of effective communication.
- Understanding and overcoming communication barriers.
- Mastering the art of active and empathetic listening.
- Decoding non-verbal cues and body language.
- Developing vocal tone and presence for greater impact.
- Crafting clear, concise, and compelling messages.
- The role of self-awareness in communication excellence.

Unit Two: Emotional Intelligence in Leadership

- Defining the four pillars of emotional intelligence.
- Assessing and developing self-awareness and self-management.
- Enhancing social awareness and empathy in interactions.
- Building and maintaining professional relationships effectively.
- Applying emotional intelligence in decision-making.
- Managing emotions under pressure and in high-stakes situations.
- Using emotional intelligence to foster a positive team climate.

Unit Three: Advanced Interpersonal and Team Leadership Skills

- Adapting communication styles for different personalities.
- Techniques for building instant rapport and trust.
- Providing and receiving constructive feedback for growth.
- The art of delegation and empowering team members.
- Coaching and mentoring for performance improvement.
- Running highly effective and engaging team meetings.
- Motivational communication strategies to inspire action.

Unit Four: Navigating Conflict and Difficult Conversations

- Understanding the sources and stages of workplace conflict.
- Identifying your personal conflict management style.
- Strategies for de-escalating tense situations.
- A framework for conducting difficult conversations.
- Assertiveness techniques without aggression.
- Principles of negotiation and finding win-win solutions.
- Managing challenging personalities and behaviors.

Unit Five: Strategic Influence, Persuasion, and Presentation

- The principles of ethical persuasion and influence.
- Developing and delivering powerful presentations.
- Storytelling as a leadership tool to engage and inspire.
- Communicating organizational change effectively.
- Building a strong personal leadership brand.
- Networking and building strategic alliances.
- Creating a personal action plan for continuous development.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of empathetic communication fundamentally alter an organization's approach to change management and innovation?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a deeply integrated and holistic approach to leadership development, rather than treating communication and interpersonal skills as separate, isolated competencies. We focus on the direct causal link between how a leader communicates and the resulting team performance, morale, and innovation. Unlike programs that provide a surface-level overview of communication tips, this course delves into the psychological underpinnings of human interaction, leveraging concepts from emotional intelligence and behavioral science to foster genuine transformation. The curriculum is built around a progressive, five-day arc that takes participants on a journey from self-awareness to strategic influence. A key differentiator is the heavy emphasis on experiential learning through customized role-playing, real-world case studies, and personalized feedback sessions. This ensures that participants do not just learn theory but actively practice and refine their skills in a realistic context. The course is designed not merely to teach techniques, but to cultivate a leadership mindset grounded in empathy, clarity, and strategic influence, empowering participants to drive meaningful and sustainable change within their organizations.