Advanced Communication and Negotiation for Project Leaders Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #PMP7743_269269

Course Introduction / Overview:

In today's complex project environments, technical expertise alone is insufficient for success. The critical differentiator for exceptional project leaders lies in their ability to communicate with influence and negotiate effectively. This course is meticulously designed to transform project leaders into master communicators and strategic negotiators. Drawing upon foundational principles from seminal works like "Getting to Yes" by Roger Fisher and William Ury, we delve into the nuances of principled negotiation and persuasive communication. Participants will move beyond basic concepts to explore advanced psychological frameworks, stakeholder engagement strategies, and sophisticated conflict resolution techniques tailored specifically for the project management landscape. At BIG BEN Training Center, we provide a dynamic learning environment where theoretical knowledge is immediately applied through practical, real-world scenarios. This program equips leaders with the tools to build consensus, manage stakeholder expectations, navigate difficult conversations, and ultimately drive projects to successful completion by fostering collaboration and alignment across diverse teams and interests. This is not just a skills-based workshop; it is a comprehensive development journey toward influential project leadership.

Target Audience / This training course is suitable for:

- Project Managers and Senior Project Managers.
- Program and Portfolio Managers.
- Team Leaders and Supervisors.
- Project Coordinators and Project Team Members.
- Operations Managers with project responsibilities.
- Engineers and Technical Leads transitioning into leadership roles.
- Consultants and contractors involved in project delivery.
- Aspiring project leaders seeking to advance their careers.

Target Sectors and Industries:

- Information Technology and Software Development.
- Construction and Engineering.
- Telecommunications.
- Oil and Gas.
- Healthcare and Pharmaceuticals.
- Banking and Financial Services.
- Manufacturing and Logistics.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Project Management Office (PMO).
- Engineering and Development.
- Operations and Production.
- Information Technology (IT).
- Research and Development (R&D).
- Strategic Planning and Business Development.
- Procurement and Supply Chain Management.
- Human Resources.

Course Offerings:

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

- Develop and implement a strategic communication plan for complex projects.
- Master active listening and advanced questioning techniques to uncover stakeholder needs.
- Apply principled negotiation frameworks to achieve win-win outcomes.
- Identify and adapt negotiation styles for different situations and personalities.
- Effectively manage and resolve conflicts within project teams and with external stakeholders.
- Craft and deliver persuasive messages to influence decision-making at all organizational levels.
- Lead high-stakes meetings and negotiations with confidence and strategic clarity.
- Build stronger, more collaborative relationships with all project stakeholders.
- Analyze and navigate the political landscape of an organization to drive project success.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that adult learning is most effective when it is interactive, experiential, and directly relevant to the participant's professional challenges. This course utilizes a blended approach that combines expert-led instruction with a heavy emphasis on hands-on activities. Participants will engage in dynamic group discussions, collaborative problem-solving exercises, and in-depth case study analyses drawn from real-world project management scenarios. A significant portion of the training is dedicated to role-playing and negotiation simulations, which provide a safe environment to practice new skills and receive constructive feedback from both the instructor and peers. We foster a supportive learning atmosphere where participants can share experiences, challenge assumptions, and build a network of professional contacts. The focus is not just on learning theories but on mastering their application, ensuring that attendees leave with tangible strategies and a heightened confidence in their ability to communicate and negotiate effectively in any project context.

Course Agenda (Course Units):

Unit One: Foundations of Advanced Communication for Project Leaders

- The psychology of communication in a project environment.
- Identifying and adapting your dominant communication style.
- Advanced active listening and empathetic inquiry techniques.
- The art of crafting clear, concise, and compelling messages.
- Non-verbal communication and its impact on leadership perception.
- Overcoming common communication barriers in diverse teams.
- Frameworks for providing and receiving constructive feedback.

Unit Two: Strategic Communication and Stakeholder Management

- Conducting a comprehensive stakeholder analysis and mapping.
- Developing a strategic communication plan for project lifecycles.
- Techniques for influencing without formal authority.
- Managing stakeholder expectations and perceptions effectively.
- Communicating project status, risks, and changes with clarity.
- Facilitating productive and outcome-focused project meetings.
- Building and maintaining trust with key stakeholders.

Unit Three: The Art and Science of Principled Negotiation

- Understanding the difference between positional and principled negotiation.
- Core principles from the Harvard Negotiation Project.
- Separating the people from the problem to maintain relationships.
- Focusing on interests, not positions, to uncover hidden value.
- Generating a variety of options for mutual gain.
- The importance of using objective criteria in negotiations.
- Defining your Best Alternative to a Negotiated Agreement (BATNA).

Unit Four: Advanced Negotiation Tactics and Conflict Resolution

- Preparing a comprehensive strategy for complex negotiations.
- Managing difficult negotiators and challenging tactics.
- Techniques for controlling emotions during high-stakes discussions.
- Understanding and leveraging the Zone of Possible Agreement (ZOPA).
- The Thomas-Kilmann Conflict Mode Instrument for conflict styles.
- Mediation and facilitation techniques for resolving team disputes.
- Documenting agreements to ensure clarity and commitment.

Unit Five: Integrating Skills for Peak Project Leadership

- Leading high-stakes negotiations for contracts and resources.
- Presenting project proposals persuasively to senior management.
- Building consensus among stakeholders with conflicting interests.
- Cross-cultural communication and negotiation considerations.
- Ethical considerations in persuasion and negotiation.
- Developing a personal action plan for continuous improvement.
- Capstone simulation: A multi-party project negotiation scenario.

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 can a project leader ethically balance the art of persuasion with the need for transparent communication when negotiating with stakeholders who have conflicting interests?

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

This course distinguishes itself by moving beyond generic communication and negotiation theories and embedding them directly within the complex, high-stakes context of project leadership. While many programs teach these skills in isolation, our curriculum is built on the integration of both disciplines, recognizing that a project leader's every communication is a form of negotiation, and every negotiation relies on masterful communication. We place a unique emphasis on the psychological aspects of influence and conflict, equipping leaders not just with tactics, but with a deeper understanding of human dynamics in a project setting. The curriculum is heavily weighted towards practical application through sophisticated, multi-party simulations that mirror the real-world challenges of managing diverse stakeholder interests, resource constraints, and scope changes. Unlike purely academic courses, our focus is on situational fluency—the ability to diagnose a situation and apply the right strategy at the right time. Participants will leave not with a static set of rules, but with a dynamic and adaptable framework for leading projects with greater influence, confidence, and success.