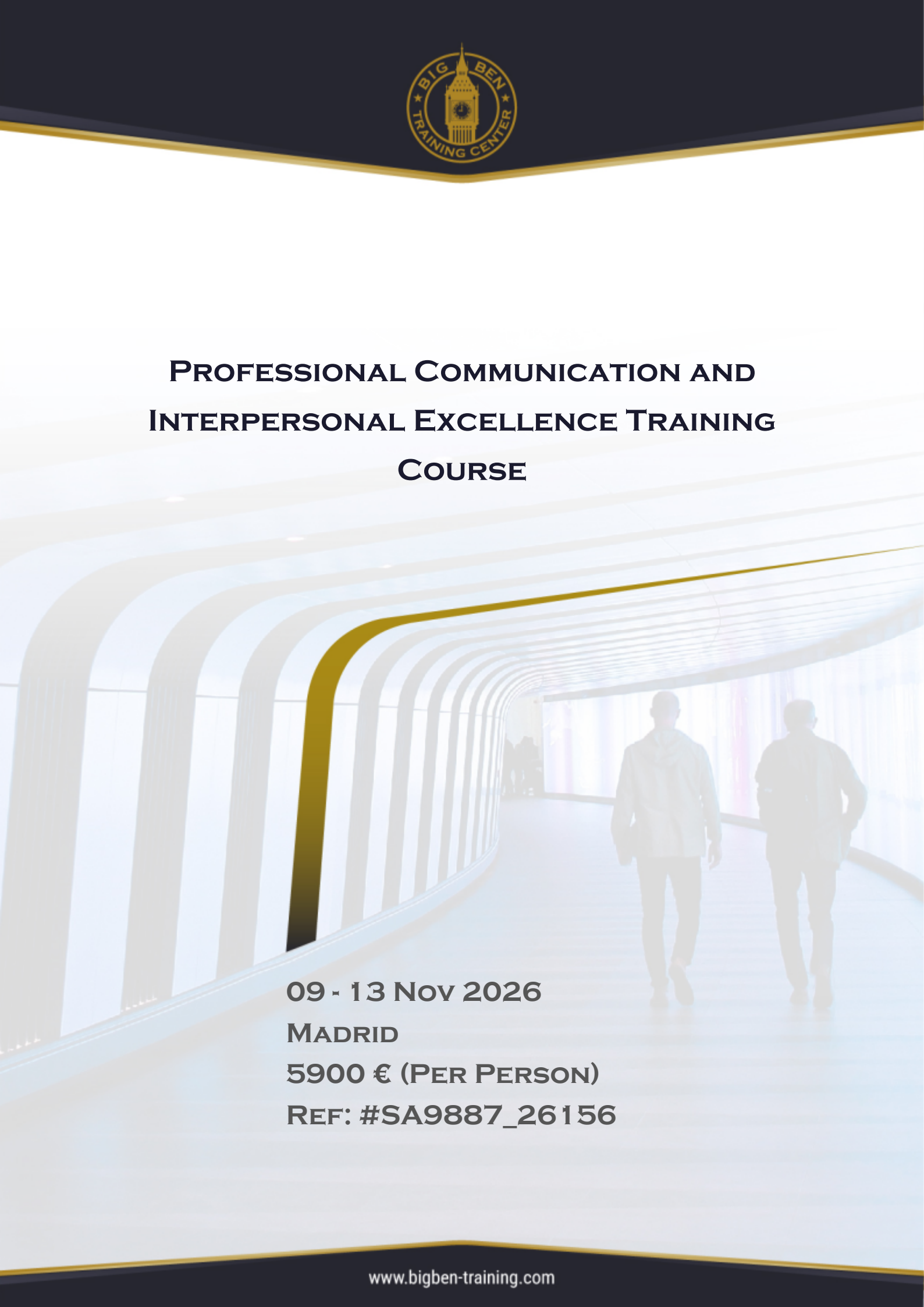
Professional Communication and Interpersonal Excellence Training Course



09 - 13 Nov 2026

Madrid

5900 € (Per Person)

Ref: #SA9887_26156

Course Introduction / Overview:

In today's interconnected and fast-paced professional landscape, the ability to communicate effectively is no longer a soft skill but a critical driver of success. This course is meticulously designed to transform participants into powerful communicators, capable of building stronger relationships, influencing outcomes, and navigating complex workplace dynamics with confidence. Drawing upon foundational theories like those presented by Paul Watzlawick in his seminal work, "Pragmatics of Human Communication," we explore the idea that one cannot not communicate. Every action, word, and even silence carries a message. This program moves beyond basic theory to provide practical, actionable strategies for mastering verbal and non-verbal cues, active listening, and emotional intelligence. At BIG BEN Training Center, we believe that exceptional communication is the cornerstone of leadership, teamwork, and personal growth. This training will equip you with the tools to articulate ideas clearly, persuade with integrity, resolve conflicts constructively, and build a network of strong professional alliances, ultimately enhancing both your individual performance and your organization's overall effectiveness. This is a journey towards achieving interpersonal excellence and making every interaction count.

Target Audience / This training course is suitable for:

- Managers and team leaders at all levels.
- Sales and marketing professionals.
- Human resources personnel and trainers.
- Project managers and technical leads.
- Customer service representatives and client-facing staff.
- Administrative and executive assistants.
- Emerging leaders and high-potential employees.
- Anyone seeking to enhance their professional communication skills.

Target Sectors and Industries:

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

Target Organizations Departments:

- Human Resources and Talent Development.
- Sales, Business Development, and Marketing.
- Operations and Project Management.
- Customer Support and Client Relations.
- Executive Leadership and Senior Management.
- Information Technology and Technical Support.
- Finance and Administration.
- Public Relations and Corporate Communications.

Course Offerings:

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

- Develop a clear, confident, and persuasive communication style.
- Master active listening and empathy to build stronger professional relationships.
- Utilize non-verbal cues to enhance the impact of their message.
- Deliver compelling presentations and public speeches with confidence.
- Navigate difficult conversations and provide constructive feedback effectively.
- Apply proven conflict resolution techniques in the workplace.
- Enhance their emotional intelligence to better understand and manage interactions.
- Adapt their communication style for different audiences and cultural contexts.
- Build rapport and trust with colleagues, clients, and stakeholders.
- Leverage communication skills to improve team collaboration and productivity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and centered on practical application. We champion an experiential learning approach, understanding that adult learners retain information best when they can actively participate and apply concepts to real-world situations. The course will feature a dynamic blend of expert-led instruction, interactive group discussions, and collaborative problem-solving exercises. Participants will engage in role-playing scenarios that simulate common workplace challenges, such as negotiating agreements, handling difficult feedback, and presenting to senior leadership. These activities provide a safe environment to practice new skills and receive immediate, constructive feedback from both the facilitator and peers. We will analyze relevant case studies from various industries to deconstruct successful communication strategies. Self-assessment tools and reflective exercises will be used to foster greater self-awareness of personal communication styles and areas for development. Our goal is to ensure that participants leave not just with new knowledge, but with the confidence and practical ability to implement these powerful communication techniques immediately upon returning to their professional roles.

Course Agenda (Course Units):

Unit One: The Foundations of High-Impact Communication

- The core principles of effective communication.
- Understanding the communication process and potential barriers.
- Verbal versus non-verbal communication dynamics.
- The art of active listening and empathetic engagement.
- Decoding body language and micro-expressions.
- Establishing credibility and building initial rapport.
- Introduction to communication styles and self-assessment.

Unit Two: Mastering Interpersonal and Relational Skills

- Developing emotional intelligence for workplace success.
- Techniques for building and maintaining professional relationships.
- The psychology of persuasion and ethical influence.
- Asking powerful questions to guide conversations.
- Strategies for networking with confidence and purpose.
- Giving and receiving feedback constructively.
- Understanding and adapting to different personality types.

Unit Three: Advanced Presentation and Public Speaking Skills

- Structuring a compelling and memorable presentation.
- Techniques for overcoming public speaking anxiety.
- Using storytelling to engage and inspire your audience.
- Designing effective visual aids that support your message.
- Mastering vocal variety, tone, and pacing.
- Handling audience questions and managing Q&A sessions.
- Polishing your delivery for maximum impact.

Unit Four: Navigating Conflict and Difficult Conversations

- Understanding the sources and stages of workplace conflict.
- Strategies for de-escalating tense situations.
- Applying principled negotiation techniques.
- Communicating assertively without being aggressive.
- Mediating disputes between team members.
- Delivering bad news with empathy and professionalism.
- Role-playing challenging communication scenarios.

Unit Five: Strategic Communication for Leadership and Influence

- Adapting communication for cross-cultural and diverse audiences.
- Leading effective and productive team meetings.
- Communicating change and organizational vision.
- Crafting clear and professional written communication.
- Developing a personal communication brand.
- Coaching and mentoring others for communication excellence.
- Creating a personal action plan for continuous improvement.

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 effective interpersonal communication be adapted to interactions with artificial intelligence in the future workplace?

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

This course distinguishes itself by moving beyond theoretical models to focus on the deep-seated behavioral and psychological aspects of communication. While many programs teach what to say, we emphasize understanding the 'why' behind every interaction, grounded in principles of emotional intelligence and social dynamics. Our curriculum is not a static collection of tips; it is a holistic framework for developing authentic and adaptable communication mastery. We prioritize practical application through intensive, scenario-based learning, where participants don't just listen to lectures but actively engage in role-playing difficult conversations, mediating simulated conflicts, and receiving personalized coaching on their presentation style. This hands-on approach ensures that skills are not just learned but are deeply integrated, fostering genuine behavioral change. Furthermore, the course content is uniquely structured to build upon itself, starting with self-awareness and foundational interpersonal skills and culminating in advanced strategies for leadership, influence, and cross-cultural communication. The focus is on creating communicators who are not only articulate and persuasive but also empathetic, resilient, and strategically adept in any professional context.