

ADVANCED COMMUNICATION SKILLS



GENTEX[®]
TRAINING CENTER



Introduction

Effective communication drives every successful workplace interaction, from daily conversations to high-stakes negotiations. The Advanced Communication Skills Training Course helps professionals express ideas clearly, listen actively, and adapt their message to different audiences. Furthermore, this program strengthens both verbal and written communication, building confidence across meetings, presentations, and written correspondence. As a result, participants learn to reduce misunderstandings and build stronger professional relationships. This Training Course covers active listening techniques, persuasive communication, emotional intelligence, and conflict resolution strategies. In addition, learners practice real workplace scenarios that sharpen their ability to influence, negotiate, and collaborate effectively. By the end of the program, participants gain a practical toolkit for communicating with clarity, empathy, and impact in any professional setting.

Advanced Communication Skills Course Objectives

- Apply active listening techniques to improve understanding and reduce conflict
- Structure clear, persuasive messages using the pyramid principle
- Adapt communication style using the DISC behavioral model
- Deliver confident presentations using storytelling techniques
- Use emotional intelligence to manage difficult conversations
- Apply assertiveness techniques without appearing aggressive
- Give and receive constructive feedback effectively
- Resolve workplace conflicts through structured negotiation approaches
- Improve written communication clarity in emails and reports
- Read non-verbal cues and body language accurately



Course Methodology

- Interactive lectures paired with real workplace communication scenarios
- Role-play exercises for difficult conversations and negotiations
- Group discussions applying the DISC behavioral model
- Video-recorded practice sessions with peer feedback
- Hands-on writing workshops for emails and reports
- Continuous coaching throughout the sessions

Who Should Take This Course

- Team leaders and department managers
- Customer-facing and sales professionals
- Human resources and administrative staff
- Project coordinators and cross-functional team members
- Employees seeking to strengthen workplace relationships
- Professionals preparing for leadership roles

Advanced Communication Skills Course Outlines

Day 1: Foundations of Effective Communication

- Explore the communication process and common barriers
- Introduce the DISC behavioral communication model
- Assess personal communication style and blind spots
- Distinguish between passive, assertive, and aggressive styles
- Practice clear message structuring using the pyramid principle

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- Review case studies of communication breakdowns
- Set individual communication improvement goals

Day 2: Active Listening and Emotional Intelligence

- Apply active listening techniques in daily interactions
- Build emotional intelligence for self-awareness and empathy
- Recognize emotional triggers during conversations
- Practice paraphrasing and reflective listening
- Read non-verbal cues and body language signals
- Manage emotions during high-pressure discussions
- Strengthen rapport-building techniques with colleagues

Day 3: Persuasive and Assertive Communication

- Structure persuasive messages for different audiences
- Apply assertiveness techniques without appearing aggressive
- Use storytelling to make messages memorable
- Practice framing techniques to influence decisions
- Deliver confident, concise verbal presentations
- Handle objections and pushback professionally
- Apply tone and word choice to strengthen credibility

Day 4: Difficult Conversations and Conflict Resolution

- Prepare for and structure difficult conversations
- Apply structured negotiation approaches to resolve conflict
- Give and receive constructive feedback effectively



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- De-escalate tense workplace disagreements
- Practice mediating conflicts between team members
- Address miscommunication before it escalates
- Build agreements through collaborative problem-solving

Day 5: Written Communication and Practical Application

- Improve clarity and tone in emails and reports
- Apply structured formats for business writing
- Practice concise, professional written correspondence
- Simulate cross-functional communication scenarios
- Deliver a final presentation applying course techniques
- Receive personalized feedback on communication style
- Build a personal communication improvement action plan

Conclusion

By successfully completing Advanced Communication Skills, participants will gain practical techniques in active listening, persuasive messaging, emotional intelligence, and conflict resolution. Furthermore, they will acquire the ability to adapt their communication style to different audiences and manage difficult conversations with confidence. As a result, graduates return to their workplaces equipped to build stronger relationships and reduce misunderstandings across teams. Gentex Training Center designed this Training Course to help professionals communicate with clarity, empathy, and lasting impact.





FAQs

Q1 What is the "Advanced Communication Skills" course about?

This course focuses on strengthening verbal, non-verbal, and written communication in the workplace. It covers active listening, persuasive messaging, emotional intelligence, and conflict resolution to help professionals communicate clearly and confidently.

Q2 What are the key benefits of the "Advanced Communication Skills" course?

Participants reduce workplace misunderstandings, build stronger professional relationships, and improve collaboration across teams. Additionally, they gain confidence in presentations, negotiations, and difficult conversations, which strengthens overall workplace performance and credibility.

Q3 What skills will I gain from the "Advanced Communication Skills" course?

Participants gain skills in active listening, persuasive communication, emotional intelligence, and conflict resolution. These four core competencies help professionals express ideas clearly and manage workplace interactions with confidence.



Q4 What tools, methods, or standards are covered in the "Advanced Communication Skills" course?

The course covers the DISC behavioral communication model, the pyramid principle for structuring messages, active listening frameworks, storytelling techniques, and structured negotiation approaches for resolving conflict.

Q5 How is the "Advanced Communication Skills" course applied in real-world practice?

Professionals apply these techniques by adapting their message to different audiences, managing difficult conversations, and delivering persuasive presentations. Consequently, teams experience fewer misunderstandings and stronger collaboration across daily workplace interactions.