

THE ART OF ADVANCED COMMUNICATION



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TRAINING CENTER



Introduction

Communication shapes outcomes long before decisions are made. Messages that land clearly build trust, speed up work, and prevent conflict, while unclear communication creates delays and misunderstandings. This The Art of Advanced Communication Training Course gives participants a deeper command of how people send, receive, and interpret information. Furthermore, it covers active listening, assertive expression, non-verbal signals, and structured feedback that work in professional settings. Participants also learn to adapt their style across cultures, generations, and personalities. As a result, they leave able to influence conversations, handle difficult exchanges, and build relationships that support results.

The Art of Advanced Communication Course Objectives

- Explain the communication process, filters, and common breakdown points.
- Apply active listening techniques such as paraphrasing and reflective questions.
- Read and use non-verbal signals including posture, tone, and eye contact.
- Express ideas assertively using DESC scripts and I-statements.
- Deliver feedback with the SBI model and structured feedback frameworks.
- Adapt style to different personality types using DISC profiling.
- Manage difficult conversations using interest-based dialogue.
- Ask precise questions with funnel and SPIN questioning techniques.
- Reduce misunderstanding through message structuring and confirmation.
- Communicate effectively across cultures and generations.

Course Methodology

- Interactive workshops built around real workplace conversations.
- Guided practice of listening, questioning, and feedback techniques.

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- Role-play exercises covering conflict, feedback, and persuasion.
- DISC-based self-assessment for style awareness and adaptation.
- Group discussion, peer observation, and structured reflection.
- Action planning that links each technique to the participant's daily interactions.

Who Should Take This Course

- Managers and team leaders who communicate across departments.
- Professionals handling clients, partners, or external stakeholders.
- Customer service and sales teams managing frequent conversations.
- HR and training staff who deliver feedback and guidance.
- Project coordinators who align multiple parties.
- Anyone seeking stronger influence through everyday communication.

The Art of Advanced Communication Course Outlines

Day 1: How Communication Really Works

- Mapping the communication process: sender, message, channel, receiver.
- Identifying filters, assumptions, and perceptual bias.
- Recognizing common breakdown points in workplace exchanges.
- Understanding intent versus impact in messages.
- Measuring communication effectiveness with feedback loops.
- Exploring the role of context and timing.
- Completing a personal communication-style inventory.

Day 2: Active Listening and Questioning



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- Practicing paraphrasing, summarizing, and reflective listening.
- Using minimal encouragers to keep conversations open.
- Asking funnel questions to move from broad to specific.
- Applying SPIN questioning for needs-based dialogue.
- Identifying hidden meaning behind words and tone.
- Reducing interruptions and improving recall.
- Testing listening techniques in paired exercises.

Day 3: Assertive Expression and Non-Verbal Skills

- Using DESC scripts to raise concerns clearly and calmly.
- Framing requests with I-statements and clear expectations.
- Reading non-verbal cues: posture, gesture, and facial expression.
- Aligning voice tone, pace, and emphasis with the message.
- Managing personal space and professional presence.
- Controlling emotional reactions in tense moments.
- Practicing assertive responses in simulated scenarios.

Day 4: Feedback, Difficult Conversations, and Conflict

- Delivering feedback with the SBI model: situation, behavior, impact.
- Balancing positive recognition with corrective feedback.
- Preparing for difficult conversations with structured scripts.
- Applying interest-based dialogue to reduce defensiveness.
- Handling criticism and pushback without escalating.
- Repairing relationships after conflict.
- Building agreements that both sides accept.





Day 5: Adapting Style Across People and Cultures

- Exploring DISC profiles: dominance, influence, steadiness, compliance.
- Adapting tone, pace, and detail to each style.
- Communicating across generations and expectations.
- Navigating cultural differences in directness and hierarchy.
- Writing clear messages for email, chat, and reports.
- Managing remote and virtual communication challenges.
- Preparing a 90-day personal communication action plan.

Conclusion

By successfully completing The Art of Advanced Communication, participants will gain the knowledge to listen more precisely, express ideas assertively, and adjust their style to the people in front of them. They will acquire skills in active listening, structured feedback, conflict dialogue, and cross-cultural adaptation that apply in every professional setting. Gentex Training Center builds this course around live practice, so learners return ready to communicate with clarity, confidence, and lasting impact.

FAQs

Q1 What is "The Art of Advanced Communication" course about?

It explores how people exchange information, where messages break down, and how to communicate with greater precision. The course covers listening, questioning, assertive expression, non-verbal signals, feedback, conflict dialogue, and style adaptation for professional environments.



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

Participants reduce misunderstandings, build stronger working relationships, and handle difficult conversations with more confidence. They also give clearer feedback, influence decisions more effectively, and adapt their message to different audiences. These gains improve teamwork, customer interactions, and overall productivity.

Q3 What skills will I gain from "The Art of Advanced Communication" course?

You will gain active listening and precise questioning, assertive expression and non-verbal awareness, structured feedback and conflict dialogue, and audience and cultural adaptation. These four skills work together to make every conversation clearer and more productive.

Q4 What tools, methods, or standards are covered in "The Art of Advanced Communication" course?

The course covers the DESC feedback script, the SBI feedback model, I-statements, active listening techniques, the funnel questioning method, SPIN questioning, the DISC profiling framework, interest-based dialogue, structured conversation scripts, and message-structuring checklists.



Q5 How is "The Art of Advanced Communication" course applied in real-world practice?

Participants practice listening, feedback, and conflict techniques through role-play based on their own workplace situations. They then apply the methods in team meetings, client conversations, and difficult discussions, and track progress through a personal action plan.