



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Communication techniques

Objectives

- Enabling participants to reach peak communication.
- Participants were introduced to persuasive communication strategies that influence public opinion.
- To provide participants with new methods to improve the mental image of the organization.
- Develop the spirit of teamwork and increase group cohesion.
- To provide participants with the skill to develop communication capacity in human resources.

Who Should Attend?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

Seminar Outline

DAY 1

- The concept of organizational culture.
- Elements and types of organizational culture.
- Characteristics of the efficiency and effectiveness of organizational culture.
- Mechanisms for creating and maintaining organizational culture.
- The basic components of effective organizational culture.
- Organizational culture and knowledge performance as a standard of quality and excellence.



DAY 2

- The basic components of the regulatory communication system.
- Advanced mechanisms to increase the effectiveness of organizational communication.
- The role of organizational communication in developing the sense of belonging to the organization.
- Organizational communication techniques in achieving career stability and self-realization.
- The main obstacles to the organizational communication process and ways to overcome them

DAY 3

- Horizontal communications.
- Advantages and disadvantages of vertical communications.
- Organizational communication to build a distinct personality for management.
- Organizational communication and its role in creating employees' loyalty to management.
- Contemporary "and its role in organizational communication.

DAY 4

- Standards of sound and effective communication processes.
- General principles of regulatory communication processes.
- Pivotal communications as an effective type of regulatory communication.
- Criteria for continuous improvement of the working environment.
- Japan's Kaizen system in organizing the teamwork environment.
- Information requirements and their role in improving regulatory communication systems.

DAY 5

- Communication skills among members of the group.
- Effective leadership of teams.
- Effective decision making within groups.
- Advanced mechanisms in managing and confronting conflicts and types of team members.
- Communication behavior within the group.
- Advanced methods of behavior standards between groups or groups.



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