


PROFESSIONAL COMMUNICATION IN BUSINESS: ORAL AND WRITTEN SKILLS



 **Dates: February 10, 12, 17, 2025**

 **Time : 5h30 pm - 8h30 pm**
Total number of hours : 9 hours

 **Location:** Campus of Innovation and Sports, (CIS-USJ), Beirut

 **Modality:** On-site

 **Language:** English

 **Training fees:** 170\$

About the Training

This comprehensive training, *Professional Communication in Business: Oral and Written Skills* is designed to empower professionals with the tools to excel in both verbal and written communication within business environments.

Participants will enhance their ability to deliver clear presentations, actively listen, and engage effectively in discussions. They will also master the art of crafting professional emails, reports, and proposals, ensuring their written communication is persuasive and polished. With a focus on understanding non-verbal cues, cultural nuances, and overcoming communication barriers, this training provides a holistic approach to building confident and effective communicators equipped to thrive in diverse business settings.

LEARNING OBJECTIVES

1. Enhance Oral Communication Skills
2. Improve Written Communication Skills
3. Understand Communication Dynamics



Maya Rahal

Maya Rahal is the Country Director at AlFanan.org, where she leads strategic planning and program implementation. With expertise in communication and program management, she has held key roles including Communication Director at Berytech and Managing Director at the MIT Enterprise Forum Pan Arab Chapter. Maya also founded a media agency in 2019 and served as Editor-in-Chief at Wamda Ventures.

Maya is an expert trainer at the Professional Training Center of USJ.



For Registration: Click here

LEARNING OUTCOMES

1. Effective Verbal Communication:

- Participants will demonstrate the ability to articulate ideas clearly and confidently in business settings.
- Participants will exhibit improved listening skills and provide constructive feedback.

2. Professional Business Writing:

- Participants will produce clear, concise, and professional business documents.
- Participants will apply an appropriate tone and style in business correspondence.

3. Enhanced Communication Awareness:

- Participants will recognize and appropriately respond to non-verbal cues in business interactions.
- Participants will demonstrate awareness of cultural nuances in communication and adapt their communication strategies accordingly.

SESSION PLANNING

SESSION 1

 February 10, 2025

 5h30-8h30

**Introduction to Professional
Communication,
Verbal Communication Skills,
Active Listening**

SESSION 2

 February 12, 2025

 5h30-8h30

**Non-Verbal Communication,
Communication Barriers,
Cultural Differences
in Communication**

SESSION 3

 February 17, 2025

 5h30-8h30

**Professional Business Writing,
Writing Emails and Reports,
Persuasive Writing Techniques**

