



## **EFFECTIVE COMMUNICATION STRATEGIES TRAINING**



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

**Course Title:** Effective Communication Strategies Training

**Course Validity:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with practical and applicable communication techniques designed to improve clarity, confidence and effectiveness in workplace interactions. The program introduces essential communication models, verbal and non-verbal communication skills, active listening, emotional intelligence, message structuring and strategies for influencing others. Participants will also learn how to handle difficult conversations, communicate across diverse teams, manage conflicts and deliver clear messages in both formal and informal settings. Through activities, group discussions and workplace-oriented practice sessions, this training equips participants with the ability to communicate professionally, build stronger relationships and enhance teamwork and organisational performance.

## **OBJECTIVE(S):**

- Strengthen verbal, non-verbal and written communication skills.
- Apply active listening and questioning techniques.
- Improve clarity and confidence when delivering messages.
- Communicate effectively with different personalities and communication styles.
- Manage difficult conversations and reduce misunderstandings.
- Use emotional intelligence to enhance communication outcomes.
- Influence and persuade effectively in workplace discussions.
- Build stronger collaboration and teamwork through effective communication.

**TARGET GROUP(S):**

- All employees across departments
- Supervisors and team leaders
- Managers and executives
- Customer service and frontline personnel
- HR, administrative and operational staff
- Anyone who needs to improve workplace communication

**ENTRY REQUIREMENT(S):**

- Able to read, write and communicate verbally in Malay/English

**TOPIC(S):**

1. Fundamentals of Workplace Communication
2. Understanding Communication Styles and Behaviour
3. Verbal, Non-Verbal and Written Communication Techniques
4. Active Listening and Effective Questioning
5. Managing Difficult Conversations and Conflict
6. Emotional Intelligence in Communication
7. Influencing and Persuasion Strategies
8. Building Collaboration and Professional Relationships

**LIST OF REFERENCE BOOK(S):**

- Communication and interpersonal skills guides
- Emotional intelligence and behavioural communication references
- Workplace communication strategy materials

**LIST OF TEACHING AID(S):**

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Communication practice worksheets

**METHODOLOGY(S):**

- Lecture
- Group discussions
- Case studies
- Role-play exercises
- Practical communication activities

## TRAINING SCHEDULE

### Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Fundamentals of Workplace Communication
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 2: Communication Styles and Behaviour
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 3: Verbal, Non-Verbal and Written Communication
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 4: Active Listening and Effective Questioning

## TRAINING SCHEDULE

### Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Managing Difficult Conversations and Conflict
10:15 am – 10:30 am	<b>Morning Tea Break</b>
10:30 am – 12:30 pm	Topic 6: Emotional Intelligence in Communication
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 3:30 pm	Topic 7: Influencing and Persuasion Strategies
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Topic 8: Collaboration, Team Communication and Relationship Building