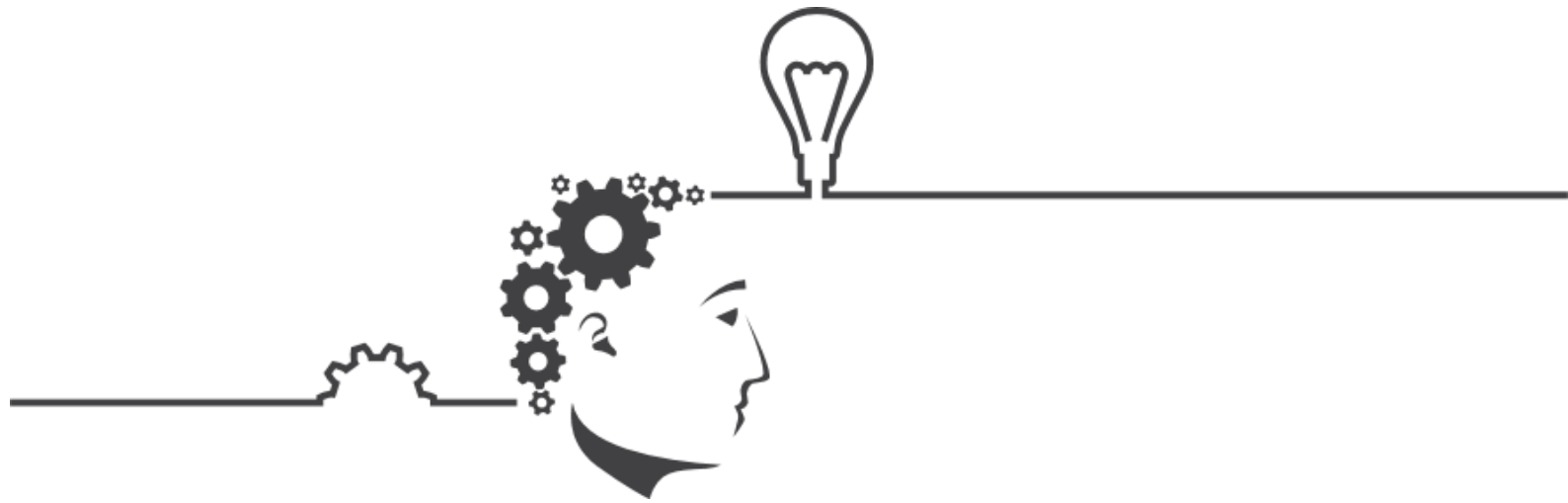


HDTC Training Center

Provide

Technical proposal of the Training program

Smart Communication and Professional creativity



Introduction

In today's fast-paced professional world, success is driven not only by what you know but also by how you communicate and innovate. Smart Communication and Professional Creativity is a dynamic 5-day training program designed to empower professionals with the essential skills to communicate effectively, think creatively, and solve problems innovatively. Participants will learn how to use emotional intelligence, storytelling, creative thinking, and digital tools to enhance their impact in the workplace and beyond.

Program Objectives:

By the end of this training course, the participant will be able to:

- Understand and apply the principles of smart and effective communication in various professional contexts.
- Enhance interpersonal and emotional intelligence skills to build strong relationships.
- Utilize creative thinking strategies to approach challenges with innovative solutions.
- Apply storytelling and visualization to present ideas persuasively.
- Leverage digital tools and collaborative platforms to enhance communication and creativity.

Program Outlines:

Day 1: Foundations of Smart Communication

- The importance of communication in the modern workplace
- Types of communication: Verbal, non-verbal, and digital
- Barriers to effective communication and how to overcome them
- The role of active listening and feedback
- Practical exercises: Communication styles assessment

Day 2: Emotional Intelligence & Interpersonal Skills

- Introduction to Emotional Intelligence (EQ)
- Self-awareness, self-regulation, empathy, and social skills
- Building rapport and trust in professional settings
- Managing conflict and difficult conversations
- Group activities: Role-playing real-life scenarios

Day 3: Unlocking Creative Thinking

- What is creativity in the professional context?
- Divergent vs. convergent thinking
- Tools for creative thinking: Mind mapping, SCAMPER, etc.
- Overcoming mental blocks and resistance to change
- Workshop: Brainstorming creative solutions to real problems

Day 4: Storytelling & Visual Communication

- The power of storytelling in professional communication
- Elements of an effective story (message, emotion, structure)
- Using visuals to enhance message delivery (infographics, diagrams)
- Public speaking techniques and pitch practice
- Activity: Create and present a story-driven pitch

Day 5: Digital Tools and Creative Collaboration

- Overview of digital communication and creativity tools (e.g., Miro, Canva, Trello, ChatGPT)
- Collaborating in hybrid and remote environments
- Enhancing productivity through digital workflows
- Final team project: Design a creative solution to a workplace challenge
- Presentations and feedback session

Target Audience:

- Mid-level Managers and Team Leaders.
- Corporate Employees and Office Professionals
- Entrepreneurs and Start-up Founders
- Marketing, HR, and Customer Service Professionals
- Educators, Trainers, and Public Speakers
- Anyone in a professional setting

Training methods:

- Technology-Based Learning.
- Simulation in Training.
- On-the-job guidance.
- Trainer-Led Training.
- Work Teams and Roles.
- Films and Videos.
- Case Studies and Workshops.



9200 15661



+971 4 220 8780



+966 55 744 4070



+971 52 937 6837



info@hdtc-ksa.com



info@hdtc.ae



www.hdtc-ksa.com



www.hdtc.ae