

# ACT

Applied Communication Techniques

*"The single biggest problem in communication  
is the illusion that it has taken place."*

George Bernard Shaw




AI-MUNEER<sup>HRD</sup>  
"Different is Better than Better"



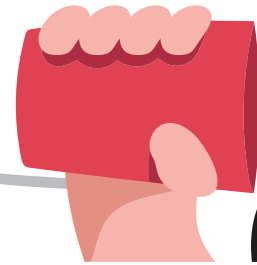
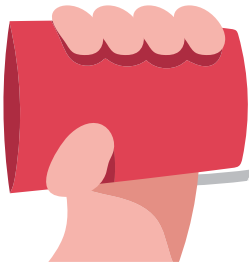
# LET'S TALK ABOUT YOU AND YOUR PEOPLE

You and your employees might have attended more than one training about communication skills. As a result the checkbox for communication skills is checked. Perhaps you have no plan to attend communication skills program anymore. Right? Could you answer the following questions?

- 
- Do you have communication techniques?
  - Do you have techniques that build unforgettable first impressions?
  - Do you have listening techniques?
  - Do you have praise and compliment techniques?
  - Do have techniques to handle difficult people politely and effectively?
  - Do you have techniques to work any party professionally?
  - Do you have techniques to talk over phone?

If you answer all of the above questions with big fat "YES" then this program not for you. If not then keep going with this brochure to know what you will learn from this program.

# THE COST OF POOR COMMUNICATION IS HIGH



**%47** increased total return for shareholders in companies with highly effective communicators .

(Towers Watson)

**%62** top three reasons why people do not like their jobs are communication related (About.com, 2014)

**62.4\$M** annual loss in big companies because of inadequate communication to and between employees ( The Holmes Report, 2011.)

**17hrs.** downtime a week clarifying communication which costs **528,443\$** in small companies. (HRDQ)

Businesses with effective communication practices have **50 %** less turnover levels below the industry average.

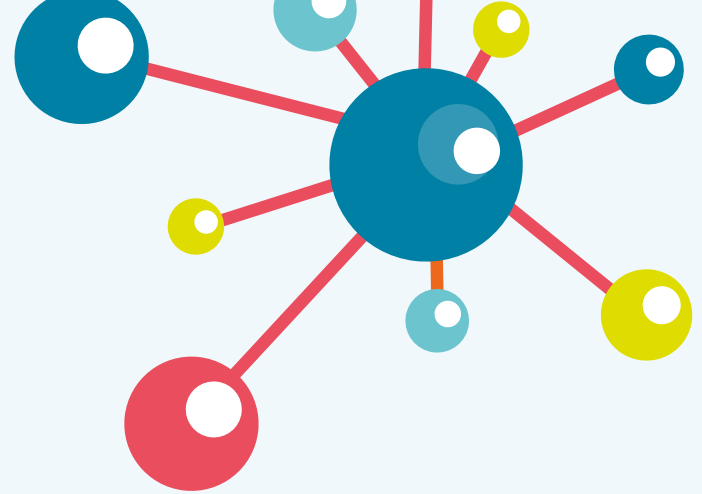
(Watson Wyatt)

Companies with highly effective communications are 3.5 times more likely to significantly outperform their industry peers than firms that are not effective.

(Towers Watson 2014-2013 Change and Communication ROI Study Report)

# COMMUNICATION GOALS





## ***Program Objectives***

- Build the charisma for participants.
- Raise the communication skills.
- Gain new techniques to communicate better.
- Improve the productivity and efficiency through the communication skills.
- Having the ability to build new relationships, rapport and improve the existing relationship.
- Reduce the conflict and misunderstanding.

## ***Program Outline***

- 3 Techniques on How to Make an Unforgettable First Impression
- 9 techniques on How to Captivate Anyone, Anytime, Anyplace
  - The art of Small Talk
  - Transition from small talk to deeper talk
  - How to sound like an insider in any crowd
- 7 techniques for active listening
  - how to work a party like a politician works a room
  - Reach out and touch everybody .. by phone
  - Put pizzazz in your conversation with pro's techniques
- The power of praise (11 techniques)
  - Chewing up tough cookies (dealing with most famous difficult people).
  - Different strokes for different folks and different genders (psycho-geometric)
  - How to play conversational hardball... And win
- Advanced rapport establishing techniques

The above outline is **5 days** program and you can design your program based on your challenges. You can benefit from our experts to tailor made your program to maximize the return on investment for your organization.

("How we train is What we train")



**"FUN is an incredible  
vehicle to deliver content."**

**DR. R. Palan**



## Delivered by: Muneer Abdulla

### Education



### Methodology

Experiential Learning Approach  
Carefully selected exercises from +300 database.

### Experience and Certifications



More than 20 years in the training field.



Master Trainer from many organizations.



MTa and Lego Serious Play facilitator.



Mars Venus Coach.

Paul Ekman Associate

Work in many projects in several sectors.

### Memberships



عزيزي ابو عبدالله  
السلام عليكم

تشرفت جدا بحضوري الدورة معك اليوم  
ويوم امس في بنك ساب، في الماضي كنت  
اعتقد ان محاضرات ودورات تطوير الذات  
مجرد كلام مثالي وبعض من النفاق  
الاجتماعي يقدمه شخص ذكي جدا  
يستطيع اقناعك بكل ما يريد، اليوم  
اكتشفت اني بالفعل محتاج للدورات التي  
الحياة ومدريتها وخبراتها ما تقدر تعطيني  
هي، ولو اعطتني راح احتاج سنين  
لاكتسابها، يسعدني جدا تواصلك معي.

الدورة من أجمل وأكثر الدورات  
أهمية لكل موظف بل لكل إنسان  
المحاضر من أحسن المدربين في  
توصيل المعلومة بطرق ترسخ في  
العقل

محمد زياح

I've been working with Muneer  
for more than 10 years. He is  
one of a few people in the Arab  
world that I totally trust  
because of his concern of  
integrity, his details of training,  
quality of his training. So I  
wholeheartedly endorse him.  
Any one trained with him he is  
truly fortunate

Dr. Wyatt Woodsmall

طريقة تدريب  
البرنامج كانت ملفتة  
جدا واستفدنا منها  
الكثير

ياسر الفرجالي

هذا البرنامج  
مختلف

شيب بيب عزيز

كان البرنامج ممتاز  
قبل البرنامج كنت لا  
أنوي الحضور ولكن  
الحمد لله أنتي حضرت  
عبدالمحسن الشلة

حضرت برامج كثيرة لكن  
أعترف أن هذا البرنامج الوحيد  
الذي استفدت منه كثيرا في  
الحياة الشخصية والعملية.  
برنامج مميز وفعال ومفيد  
للموظفين والمؤسسة

يحيى البصري

Muneer is a world  
class trainer

Dr. Leil Lowndes

منير عبدالله الفروق  
الذي يصنع الفروق

سعيد بن سالم الهليلج

برنامج تدريبي يلامس  
الواقع (بيئة العمل)  
وله انعكاس إيجابي

زهراء الراجحي



## Applied Communication Techniques

Be pro**ACT**ive, know your **ACT**ual position and **Assess** your **C**urrent **T**actics. Select the training that covers the **ACT**ual needs. Make sure it's **A** **C**lass **T**raining and **ACT**ivity based to guarantee the transformation of the skills to the workplace. Now you can re**ACT**ivate your growth mindset. **A**chieve, **C**elebrate, **T**hink about your next goal while you are equipped by **ACT**.



**"In every success story, you will find someone who has made a courageous decision."**

**Peter F. Drucker**



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