



# CMBC<sup>®</sup>

## CERTIFIED MASTER OF BUSINESS COMMUNICATION

30 September - 2 October 2018

**UBT**  
جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

**G A** GLOBAL ACADEMY  
**F M** OF FINANCE AND  
MANAGEMENT

**CHEA** Council for  
Higher Education  
Accreditation  
CHEA International Quality Group **CIQG**

**CEC**  
مركز التعليم المستمر  
Continuing Education Center

## PROGRAM OVERVIEW

The Certified Master of Business Communication (CMBC) program is designed for participants who need to communicate on a professional level in various business, cultural and personal environments.

The main target is to make them more and more independent from external factors when it comes to their personal communication style in challenging situations by still engaging in a mutual understanding approach.

Having individualized communicational structures, tools and targets towards situations and persons is key in today's international business world.

*“Excellent business communication skills will be perceived as a language on its own. It's all about conviction by connection!”*

## PARTICIPANTS

This Program is designed for:

- Professionals who want to extend their scope of communication and negotiation patterns.
- Specialists who aim to transfer and receive knowledge to and from selected target groups.
- Those who intend to establish a close, quick and authentic connection with their environment.
- Individuals who like to broaden their communication and negotiation skills to be able to reach and understand their customers, employees, teams and managers.
- Attendants who like to convince and sell in a highly professional and sympathetic manner.

## PROGRAM OBJECTIVES

- Creating a business communication style which is triggered by a common understanding approach.
- Getting an insight into value based communication patterns and their effect on the counterparts.
- Applying a communicational tool set for diverse situations and persons in order to be relaxed and concentrated even in challenging situations.
- Recognizing language patterns as being key for understanding the counterpart and creating a common base of negotiation.
- Dealing with challenging situations and persons by the use of active energy management.
- Learning how to use mind structures and various concepts of perception in order to reach “common ground” when it comes to communicating.

## TRAINING APPROACH

This 3-day Program is an instructor-led, workshop-based environment. The instruction is a blend of lecture, application, individual and team-based exercises. There is additionally 20 hours recommended of self-study to apply knowledge and skills learned in the Program to their daily work and to go through the final Certification Exam at the end of the Program.

## PROGRAM OUTLINE

### Part 1: Perception and Mindset

- The Concept of “Reality”
- Individual Value, Belief and Attitude Structures
- The Meta – Model of Language
- The Harvard Concept

### Part 2: Leading and Exploring

- The Island model of Communication
- The Power of “leading by asking”
- Detecting language patterns and key words
- SPIN – technique as a powerful tool for leading

### Part 3: Active Energy Management

- Listening with 4 ears
- The DPS - Model
- Dealing with Objections

### Part 4: The Road to “Yes”

- Active listening / controlled dialogue
- Empathy as an effective mirror
- Body language as an indicator

### Part 5: The Power of Language

- The chain of “thoughts – words – emotions – actions”
- Positive wording: from “not bad” to “quite good”
- Professional disagreeing: from “yes but” to “yes and”
- The effect of Power words

## CERTIFICATION PROJECT



## CERTIFICATION EXAMINATION

Program success is valid by full attendance as well as the passing grade of 70% or higher in the final Certification Exam, demonstrating that the participant has successfully learned, retained, and can utilize the Program knowledge. The final Certificate is awarded and delivered by the GAFM, UBT, and CEC.

Starting from the base of individual **values** and attitudes concerning perceptions of situations or persons, we follow the path of exploring ways how to **lead** conversations by asking powerful questions. Language patterns and **keywords** coming from the answers of our counterpart create a valuable **information pool** with which both can work. Independently from facts and figures, any communication or negotiation is attached to a certain “emotional level” both parties are in. Learn how to create and steer your own **emotional level** so that creativity, concentration and relaxation are permanently “part of the game”.

Find your individual ways in how to create a “**yes – mode**” for both negotiation partners independently from the contents!

Experience how to “**disagree in friendship**” and what the use of **empathy** can contribute to any conversation.

Apply a professional language of communication and negotiation by using **positive language** patterns and **power words**.

Get **independent from contents, situations or persons** by creating your own business and personal communication style.

## Thomas Herbst

## Expert Trainer



Thomas Herbst enjoys 25 years of experience in Communication and Marketing along with his expertise in training and coaching in an international environment. At the Lufthansa Training Center in Seeheim, Germany, he developed training content for Lufthansa German Airlines in the areas of Communication, Marketing, Sales and Logistics for over 7 years.

Thomas was also project leader for 2 years in Communication and Marketing for Lufthansa Cargo. He designed and performed a 2-year marketing campaign concerning a revolutionary new business strategy towards 5,000 employees. He also developed communication, marketing and merchandising material such as booklets, CD-Roms, business theatre, interactive learning stations, articles and reports in the Lufthansa Cargo magazine.

In 2000, Thomas founded his company “joynus” specialized in human relationship and its effects on private and business sectors. The key aspect for his working areas is interpersonal communication focusing on the power of connectivity: negotiations, detecting and solving conflicts, presentation and moderation, sales, marketing, leadership, self management and change management.

Thomas Herbst holds an MBA degree from the University of Mannheim, specializing in Communication, Marketing and Psychology.



## GAFM, CEC, UBT CERTIFICATION BENEFITS

- Gain Recognition from The Professional Global Certifying Body and Accreditation Council
- US and Credential Recognition with US Credential Verification. Use of Board Certified Post Nominals and Designations after your name on your Business Card
- Protect your job by achieving recognition from: an independent, vendor neutral, recognized and global authority
- Enhance your digital resume a key membership and industry recognized certification
- You can add GAFM to your Resume, Degree or Professional Licenses & Improve your professional image and salary potential
- Request to Publish Research on our journal, publications, or website as a Certified Member.
- Assist the GAFM with its work with the United Nations, Accreditation Agencies, and Department of Labour.
- Obtain CPE continuing education easily from any of the 600+ Programs and Business schools that we recognize
- Join our Global Members network and career tools
- Members in more than 150 Countries with Global Professional Membership and Articulation Alliances
- The GAFM Board has international alliances with Leading Associations in the Arab World, Asia, Africa, India, China, Asia, Singapore and more.
- The GAFM Official Approved Annual Conferences are TOP Global Conference on International Money, Tax, and Market Issues
- Top Faculty from around the world are GAFM Members, Global Advisors and Fellows
- Certification programs generally count for continuing education for legal, accounting and designations

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## ABOUT GAFM

The International Board of Standards for the Global Academy of Finance and Management is an independent SRO Regulatory Organization Entity and worldwide professional society of financial practitioners. The GAFM International Board of Standards is Accredited by the European TUV *Technischer Überwachungs-Verein Österreichisch - Deutschen Gruppe* and Certified/Accredited for ISO Quality Management Standards 9001 and ISO Certified 29990 for Global Training Standards.

It is also a founding member of the quality assurance standards memorandum of the CHEA International Quality Group.

GAFM is world recognized, an independent Board of Standards and Accreditation Council for professionals with members more than 150+ countries providing brand recognition for the graduate organization and for individual designations.

In the 22 Arab Nations, GAFM has a multi-year alliance with the Arab Leagues' Arab Academy as a professional alliance organization, which gives the GAFM authority to issue joint diplomas and professional certifications locally in the Arab World. GAFM has approved over 800 accredited government educational providers worldwide via the ACBSP Accreditation articulation alliance and consults directly to assist several governments, including USA, China, Brazil, as well as the United Nations.

GAFM Certifications are also recognized by the India Academy, Latin Consortium, and the African Economist Association.



## ABOUT UBT CEC

The Continuing Education Center (CEC) of the University of Business and Technology (UBT) is a leading training and career development center for executives and practitioners in various fields of leadership, business and management. Founded in Jeddah in 2008 and located at the prestigious King Road Tower, CEC provides international-recognized certified training programs and exams for individuals and companies. With an eye on quality and the other on performance, CEC has trained professionals from more than 70 companies and institutions, and has delivered training programs in several countries in the region.

## CEC, King Road Tower, 27<sup>th</sup> Floor Jeddah



### PROGRAM SCHEDULE

|                           |                          |
|---------------------------|--------------------------|
| <b>30 September 2018:</b> | <b>9:00 am – 4:00 pm</b> |
| <b>01 October 2018:</b>   | <b>9:00 am – 4:00 pm</b> |
| <b>02 October 2018:</b>   | <b>9:00 am – 4:00 pm</b> |

### PROGRAM FEE

**6500 SR (with Certification, excluding VAT)**

### REGISTRATION DEADLINE

**10 September 2018**

UBT CEC, King Road Tower, 27<sup>th</sup> Floor, Jeddah, Saudi Arabia

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