



CICP

CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL

31 March – 2 April 2019, Jeddah

UBT | EXECUTIVE
EDUCATION

G A GLOBAL ACADEMY
F M OF FINANCE AND
MANAGEMENT

PROGRAM OVERVIEW

This Certified International Communication Professional (CICP) program is highly designed based on an universal approach for all settings and environments. It can be applied in a professional context as well as in private and personal surroundings independently from language, culture or country.

The core parameters of communication refer to the deepest needs and wants of human beings when it comes to build and foster authentic relationships in any aspect.

The essence of successful relationships is built of a connection in combination with tuning into the mindset of our counterpart by building bridges from our own thinking concepts, values, needs and wants to all individuals around us.

“Applying the core elements of communication feels like being connected to anybody, everywhere at any time”

PROGRAM OBJECTIVES

- Being able to understand, reflect and apply the core elements of communication in any context
- Developing communicational strength and tool set regardless of to whom or the subject
- Realizing that the universal approach of communication patterns become a language within a language
- Dealing with challenging situations and persons in an international environment
- Learning how to modify mind structures for mutual benefit

PARTICIPANTS

This Program is designed for:

- Sales Representatives
- Public Relations Employees
- Business Developers
- Social Media Communicators
- Negotiators
- Customer Service Staff

MODULES COVERED

Module 1: Core Communication Elements

- Building authentic connections
- Steering communication direction
- Exploring and matching individual “realities”
- Creating “flow energy”

Module 2: The Communicational Frame

- Determining communication styles
- Establishing the emotional state of communication
- Communication mindsets and relationships

Module 3: Communication Toolsets

- Re-acting to the environment
- Archetypes of Business Communication
- Transforming crush state into coach state
- Detecting and creating language patterns
- Mastering SPIN

Module 4: Communication Simulation



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 Project at the end of the Program.

CERTIFICATION PROJECT

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



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.

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



PROGRAM LEVEL

Senior Management

Middle Management

Entry Management



PROGRAM SCHEDULE

Dates: 31 March –2 April 2019

Time: 9:00 am – 4:00 pm

PROGRAM FEE

6,500 SR (with material kit and Certification, excluding VAT)

REGISTRATION DEADLINE

14 March 2019

ABOUT UBT EXECUTIVE EDUCATION

The Executive Education of the University of Business and Technology (UBT EE) is a leader in professional training and career development for executives and practitioners in major fields of business, management and IT.

Founded in Jeddah in 2008 and located at the prestigious King Road Tower, UBT Executive Education provides international certified programs and exams for both individuals and corporations.

With an eye on quality and the other on performance, UBT Executive Education delivers training programs in several countries and has trained professionals from more than 80 companies and institutions.



ABOUT GAFM

The Global Academy of Finance and Management (GAFM) is an independent SRO Regulatory Organization Entity and worldwide professional society of management and financial practitioners.

Its International Board of Standards is Accredited by the European TUV Technischer Überwachungs-Verein Österreichisch- Deutschen Gruppe, and 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.

UBT Executive Education is the sole provider of GAFM programs in Saudi Arabia.

Contact UBT EXECUTIVE EDUCATION for other programs

HUMAN RESOURCES	<p><u>UBT EXECUTIVE EDUCATION - HRCI APHRI</u> ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - HRCI PHRI</u> PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - HRCI SPHRI</u> SENIOR PROFESSIONAL IN HUMAN RESOURCES - INTERNATIONAL</p>
FINANCE	<p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IFRS</u> CERTIFICATE IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA DIPL IFRS</u> DIPLOMA IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IA</u> CERTIFICATE IN INTERNATIONAL AUDITING</p>
BUSINESS DEVELOPMENT	<p><u>UBT EXECUTIVE EDUCATION - AASBC ASMEC</u> ACCREDITED SME CONSULTANT</p>
MANAGEMENT	<p><u>UBT EXECUTIVE EDUCATION - AAPM CIPM</u> CERTIFIED INTERNATIONAL PROJECT MANAGER</p>
MARKETING	<p><u>UBT EXECUTIVE EDUCATION - DMI CDMA</u> CERTIFIED DIGITAL MARKETING ASSOCIATE</p> <p><u>UBT EXECUTIVE EDUCATION - DMI CDMP</u> CERTIFIED DIGITAL MARKETING PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DSSP</u> CERTIFIED DIGITAL & SOCIAL SALES PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DMS-SP</u> DIGITAL MARKETING SPECIALIST – STRATEGY & PLANNING</p>
COMMUNICATION	<p><u>UBT EXECUTIVE EDUCATION - GAFM CICP</u> CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL</p>