



Effective Communication for Microfinance

Course Hours: 12

Course Code: 35003

Target Audience:

Bankers working in microfinance units who are assigned, or will be assigned the functions and responsibilities related to micro enterprises.

Course Description:

This course is designed for all staff working in retail banking departments or staff responsible for dealing with microfinance in banks and institutions. The course focuses on increasing scientific and practical skills of bankers about the foundations and the importance of effective communication, which helps participants to identify the elements and constraints of communication and the ways to avoid them. In addition to raising the efficiency of human cadres and developing the staff working in the microfinance units, for the important reason of developing the skills of communication and persuasion; provided the nature of different customers in order to move forward in the revitalization of banking services for microenterprises as the central pivot in the programs of economic and social development.

Course Objectives:

- Exhibit the basic concepts of effective communication and principles of dialogue and persuasion of microfinance customers
- Introduce the different models of the communication process, while explaining the pros and cons of each model and list the most common barriers and how to avoid them
- Explain the principles of active listening and the main responsibilities of the listener
- Identify the mandatory areas of dialogue and persuasion art that should be covered by microfinance officers with microfinance entrepreneurs

Course Outline:

Module 1: Introduction to Effective Communication for Microfinance

- The process of communication
- Concepts of the communication process
- Different types of communication
- Functions of communication
- The role of communication in organizations
- Non-verbal communication and its importance in banks and with customers

Module 2: Process of Communication Models and Constraints

- Communication models (Dance – Shannon – Weaver)
- Elements of the communication process

- Factors affecting senders and receivers
- Barriers of communication and the principles of avoiding them

Module 3: Principles of Active Listening

- The four levels of the listening process
- The basic responsibilities of listeners
- Factors affecting perception

Module 4: Elements of Effective Communication, Dialogue and Persuasion

- Persuasion skills
- Principles of dialogue management
- Twenty advice for effective communication with microfinance customers

Assessment Strategy:

Participants will be informally assessed on their interaction during sessions and their participation in exercises.

Upon Successful Completion of this Course, participants will obtain:

1 CEU

Course Language:

Arabic

Prerequisites:

Minimum three years of experience in banking in addition to a minimum of one year in Micro Projects Management

This program entitles you to attend:

Not Applicable