



### **Active Listening and Value Framing Workshop**

August 20 – 22, 2025, 1<sup>st</sup> Run: Lagos & Abuja

November 5 – 7, 2025, 2<sup>nd</sup> Run: Lagos & Port Harcourt

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** Lagos: N250, 000, Abuja / Port Harcourt: N300, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N250, 000 per Participant

**Available for In-plant Training**

**10% Discount for 5 and above nominations**

#### **Program Overview:**

Effective communication goes beyond speaking clearly—it requires the ability to truly hear others and frame ideas in ways that resonate. This hands-on training equips participants with the essential skills of active listening and value framing, empowering them to build stronger relationships, influence effectively, and foster deeper understanding in both personal and professional settings.

By the end of this training program, participants will be able to listen actively and intentionally, frame communication to appeal to diverse perspectives, and improve outcomes across a wide range of interactions.

#### **For Whom:**

This course is designed for all professionals in leadership, sales, customer service, HR., team leaders and individuals in workplaces looking to strengthen their interpersonal and communication skills for effective collaboration.

#### **Learning objectives:**

At the end of the program, participants will be able to:

- apply the principles and techniques of active listening;
- identify and manage barriers to effective listening;
- apply strategies for framing messages to align with others' values and priorities;
- apply tools for navigating difficult conversations with empathy and clarity; and
- apply techniques to improve persuasion, negotiation, and collaboration.

#### **Course outline:**

##### **Day 1: Mastering the Art of Active Listening**

###### **Importance of communication in leadership and collaboration**

- What is active listening? Why does it matter?
- Class Activities: Icebreaker activity; communication self-assessment

###### **Developing Core Skills for Active Listening**

- Listening vs. hearing
- Nonverbal cues, body language, and eye contact
- Demonstrating attention and empathy
- Class Activities: Partner listening drills; real-time feedback

###### **Overcoming Barriers to Listening**

- Internal and external distractions
- Biases, assumptions, and emotional triggers
- Listening styles and how they impact understanding

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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## Day 2: Clarifying, Reflecting, and Responding

### Reflective listening

- Paraphrasing and summarizing
- Asking powerful, open-ended questions
- Activities: Role-play in triads (speaker, listener, observer)

### Active Listening in Practice

- Real-world applications (workplace, conflict resolution, feedback sessions)
- Debrief and reflections
- Activities: Listening simulation; journaling takeaway insights

### Applying Value Framing for Impactful Communication

- What is value framing?
- The psychology of persuasion and motivation
- Connecting to audience values, needs, and goals
- Activities: Case study analysis; identifying value frames in real messages

## Day 3: Mapping Stakeholder Values

- Understanding different perspectives and value systems
- Tools to identify what others care about (interviews, observation, cues)
- Emotional vs. logical framing
- **Class activities:** Stakeholder mapping exercise

### Crafting Value-Aligned Messages

- Structuring messages for clarity and alignment
- Adapting tone, language, and emphasis to audience values
- Framing messages for buy-in, influence, or resolution
- Activities: Message reframing workshop (individual and small groups)

### Integrating Listening and Framing

- How active listening informs effective framing
- Adapting communication in real-time
- Feedback loops and iterative framing
- Activities: Paired dialogue practice with coaching and feedback
- Group reflection and course wrap-up

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

### WORKSHOP FEE:

**Lagos: N250, 000 per Participant. VAT – N18, 750**

**Abuja & P/ H: N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
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## Training Methodology:

Class lectures, Case studies, practical exercises, breakout discussions, and role-play simulations to ensure transfer of learning.

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