

GULF INSTITUTE



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Leadership and Strategic Communication

INTRODUCTION

- In these turbulent times, leaders need to focus on what will drive their business enterprise through the obstacles of success.
- This Leadership and Strategic Communication advanced-level course offers solutions to any leader who must continue to inspire, develop strategy and communication to a high level of authority.
- The Leadership and Strategic Communication training course focuses on how a leader takes on the responsibilities of implementing new strategies and developing their human assets to support the enterprise. This training course goes deep into the heart of a true leader and helps any leader / manager understand what makes an effective leader in the modern organization.
- Lead teams through more effective communication, persuasion and influence
- Identify motivational value systems to improve productivity and cooperation
- Advanced rapport, language, and communication skills
- The science of influence and how you can use it within your leadership role
- Develop and maintain a personal, tailored Leadership Development Plan

PROGRAMME OBJECTIVES

This Leadership and Strategic Communication training course aims to enable participants to achieve the following objectives:

- Enhance leadership skills including: setting direction, aligning people, motivating and inspiring, leading teams, and communicating.
- Leading challenging conversations to isolate issues.
- Learn how to build relationships, negotiate and lead change.
- Communicate and lead people to achieve positive results.
- Gain a clear understanding of why strategic communication is so important.
- Leadership skills to improve working relationships with stakeholders.
- Use a practical, step-by-step process to prepare for win-win negotiations.

TRAINING METHODOLOGY

- The training course will combine presentations with interactive practical exercises, supported by video materials, activities and case studies. Delegates will be encouraged to participate actively in relating the principles of stress management to the particular needs of their workplace.

PROGRAMME SUMMARY

- The Leadership and Strategic Communication training course covers many essential and advanced skills such as communicating persuasively upwards and under pressure. Also, techniques to improve your impact, confidence and ability to handle challenging situations and flexibility to adapt and being clear about who you are and who you want to be. This allows you to develop deeper relationships with those around you. This is crucial towards inspiring team members to achieve organizational goals and influencing individuals to support the team direction.

PROGRAM OUTLINE

LEADERSHIP AND STRATEGY

- Why strategize: 21st century changes and challenges?
- Psychological aspects of decision making
- Strategic thinking – who, how, when & why
- Examples of strategy success and failure
- The functions and capabilities of a strategic leader and manager
- Power and Leadership Relationship
- Sources of Leadership Power
- Empowerment Models and Practices
- Update your Leadership Development Plan

COMMUNICATION STRATEGY TO INCREASE YOUR IMPACT

- Learn how to organize your presentation.
- Learn how to overcome stress and tension.
- Understand the impact of Visual communication.
- Discover how the brain is programmed for impactful retention.
- Learn how to use communication tools.
- What features attract an audience?
- Practice sessions and case studies.

STRATEGIC COMMUNICATION FOR INCREASED EMPOWERMENT

- Advanced rapport, language, and communication skills
- Understanding the “People Factor” connection.
- Discover the power of illustrations and stories
- Understanding the basic psychological needs of people.

HOW TO USE COMMUNICATION TO BUILD TRUST AND AGREEMENT

- What is trust and the benefits of a high trust environment
- How trust produces the competitive edge and leads to increase in performance and results
- Coaching, delegation and reverse delegation for empowerment, people development and managing your own time and results
- Building your story and personal charisma through improved communication
- The science of influence and how you can use it within your leadership role
- How to win friends and influence people above you
- Case-study: Building stakeholder engagement within your projects and team

LEADING CHALLENGING CONVERSATIONS

- Leading challenging conversations to isolate issues
- Influencing tactics and your preferred influence style(s)
- How to reach agreement with stalled or stuck discussion
- Creative ways to move people from fixed positions
- Achieving a BATNA by creating leverage; using incentives and pressure
- Reframing, asserting and signalling
- Case-study: Negotiating agreement from conflict and using proven principles of effective negotiation
- Communication responses and modes of conflict handling
- Update your Leadership Development Plan

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