



LEADERSHIP and Communication

Course Objectives:

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

- Apply breakthrough leadership and communication techniques to drive business value and become more powerful leaders.
- Implement best practices for influencing peers, managers, subordinates, customers and other stakeholders.
- Effectively handle challenges such delivering unpopular news and increasing team motivation
- Communicate confidently in any environment, from spontaneous “elevator pitches” to high stakes reports and proposals.
- Deliver powerful messages that win hearts and minds and lead rapidly to action.

Who Should Attend?

Leaders interested in developing superior leadership and communication skills to achieve greater success at all levels of their organization.

Course Outline:

Preparing and Organizing Thoughts and Messages

- Organizing Ideas through Mind Mapping
- Knowing Your Message's Desired Outcomes
- Tailoring a Message for Your Intended Audience
- Picking the Right Channels for Communicating Your Message
- The Power of the Senses

Earning Credibility as a Leader

- Identifying the Characteristics of a Credible Leader
- Demonstrating Caring, Character and Competence in Challenging Situations
- Establishing Your Credibility Firmly
- Persuading, Negotiating and Influencing Skills

Winning Hearts and Minds of People

- Creating a Logical Train of Thought to Persuade
- Creating a Persuasive Message that Evokes the Right Emotions
- Reframing a Message from Negative to Positive and from Subjective to Objective

- Adjusting Your Message to Accommodate the Audience's Needs, Wants and Style

Building Consensus, Commitment and Cooperation

- Crafting Messages to Drive or Champion Change
- Identifying Techniques for Building Consensus
- Describing How to Secure Commitment and Cooperation through Change Initiatives

Getting Results in the Face of Resistance

- Managing and Handling Resistance
- Effective Conflict Resolution Styles for Handling Resistance
- The Importance of Emotional Control when Facing Resistance

Trends and Strategies for the Effective Leader and Communicator

- From Social Media to Relationship Management
- Optimizing Social Networks such as Twitter, LinkedIn and Facebook for Higher Visibility
- Effective Communication and Networking on the Web

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

