Certified Courses

Leadership and Communication

Why Attend

- Superior communication skills have long been associated with leadership. In this training course, we look at both of these ingredients of success and bring them together in a comprehensive and practical manner. From preparing and organizing your thoughts to analyzing the practical reality of what you want to accomplish, this course will cover it all. You will get the opportunity to discover your hidden talents and practice what you learn before going back to your workplace and influence people, events and your own future. In addition, you will learn how a great leader enhances communication flow within his organization, wins the hearts and minds of his followers, builds consensus and gets results even when faced with resistance or difficulty.

Course Methodology

- The course uses a mix of interactive techniques, such as brief presentations by the participants, different role-plays, practical team and individual exercises, self-evaluations, and case studies.

Course Objectives

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

- Apply breakthrough leadership and communication techniques to drive business value and become a more powerful leader
- Implement best practices for influencing peers, managers, subordinates, customers and other stakeholders
- Explain how to effectively handle challenges such as delivering unpopular news, increasing team motivation and winning hearts and minds
- Communicate confidently in any environment, from spontaneous "elevator pitches" to high stakes speeches and proposals that earn commitment and cooperation
- Deliver powerful messages that lead to rapid action and that control emotions when facing resistance and conflict
- Optimize internal communication and sell their organization's vision, mission and values to their team members

Target Audience

- Executives, directors, team leaders and managers seeking superior communication skills training to strengthen their leadership abilities and help them achieve greater success at all levels of their organization.

Target Competencies

- Leading others
- Interpersonal communication
- Organizational communication
- Influencing others
- Managing change
- Presenting ideas
- Gaining commitment

Organizing and delivering thoughts and messages

- Understanding your leadership role and its relation to communication
- Organizing your ideas using mind mapping
- Presenting vs. Public Speaking
- Importance of communication to any leader
- Essentials of public speaking
- Communicating tasks and assignments effectively
- Communicating performance issues

Earning credibility as a leader

- Identifying the characteristics of a credible leader
- Establishing your credibility firmly
- Five main sources of power of any leader
- Creating a positive professional image within the organization
- Changing communication style depending on team member and condition
- Motivating through communication
- Creating an environment of engagement

Winning hearts and minds of people

- Knowing your employees
- Managing your employees' expectations
- 'Selling' your ideas to an audience
- Creating a persuasive message that evokes the right emotions
- Reframing a message from negative to positive
- Reframing a message from subjective to objective
- Adjusting your message to accommodate the audience's needs, wants and style

Building consensus, commitment and cooperation

- Principles of ethical leadership
- Ethical dilemmas faced by leaders
- Identifying techniques for building consensus
- Describing how to secure commitment and cooperation to your change initiatives
- Creating healthy inter-departmental cooperation and communication

Leading organizational communication

- Controlling and managing rumors
- Dealing and managing office politics
- Responding to key political behavior
- The four types of grapevine chain
- Leading cultural change
- Transparency in an organization: how far should we go?
- Choosing the right channel for communicating your message
- Communicating and leading your organizational vision, mission and values

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Professional Certificate