



---

## **LEADERSHIP COMMUNICATION FOR EFFECTIVE CORPORATE GOVERNANCE PROGRAMME**

### **WHY COMMUNICATION AND CORPORATE GOVERNANCE**

Communications is the absolutely indispensable leadership discipline. Equally, ethical corporate governance is requisite to successful leadership. Leaders who cannot communicate effectively and govern ethically don't succeed in leadership. Whatever else leadership may be, it is experienced publicly. Leadership Communication and corporate governance therefore provides invaluable skill-set to senior corporate leaders (Board Members, CEOs, County Executives, Directors, Heads of Departments and equivalent senior leaders) giving them skills to build trust, inspire loyalty and govern ethically.

### **THE TRAINING PROGRAMME MODULES**

#### **LEADERSHIP COMMUNICATION SEGMENT**

This section comprises the following modules:

1. Leadership Communication: skills to connect with your audience to build trust, inspire loyalty and lead effectively.
2. Crisis Communication: The mental readiness of leaders during times of crisis.
3. Media Relations (understanding and managing media relations for positive projection of your organisation).
4. Using social media and artificial intelligence to communicate effectively.
5. Public Speaking, to capture audience attention and articulate competently.
6. Leadership etiquette: Staying professional in the style of leadership



## PRINCIPLES OF GOOD CORPORATE GOVERNANCE SEGMENT MODULES

1. Concepts and Principles of Corporate Governance and Leadership
2. Imperatives of Corporate Governance
3. Major Corporate Governance Failures: Nationally, Regionally and Globally.
4. Main Causes of Corporate Governance Failures
5. Critical Strategic Responsibilities, Roles and Duties of the Governance and the Executive Organs and the Distinctive Features.
6. Effective Governance and Executive Organs
7. Case Studies

## VENUE

This venue for this programme is Mombasa, Kenya

## INVESTMENT

The training attracts an investment fee of KES 120,000 per participant.

The fee which is inclusive of all taxes caters for all training expenses except transport, dinner and accommodation. Please note that the training fee is prepaid seven working days to the programme date.

### Leadership Communication for Effective Corporate Governance

#### Scheduled Dates of the Training (July – Dec 2019)

September 4 – 6, 2019                      Mombasa, Kenya

November 11 – 13, 2019                      Mombasa, Kenya

These scheduled three day training programmes attract an investment of KES 120,000 (all taxes inclusive). Participants pay for their travel and accommodation.



## MODE OF DELIVERY OF THE TRAINING

This training combines the most effective delivery methodologies that include **presentations, audio-visuals materials, open discussions/practical sessions and best practice cases**. Participants are provided with the training materials in soft copies at the end of the training. Practical sessions take a significant portion of the training to give participants practical skills in leadership communication.

The practical session includes media interviews simulations, hostile media situations as well as crisis communication to reflect actual media situations, with a view to infusing media relations and public speaking skills to the programme participants. The simulation involve capturing participants' interviews on camera, and reviewing the presentations during the plenary sessions, with a view to sharpening media handling skills for senior corporate leaders.

## ABOUT PICL AND CCG

**Peterson Integrated Communication Ltd** is a firm specializing in training on Corporate Communication, Crisis Communications Management and Leadership Communication. PICL is the first training firm to be admitted as a member of Global Alliance for Public Relations and Communication Management in the specialised training institutions category. PICL is also a member of the Association for Public relations and Communications management firms (APRECOM), the professional association for communication firms in Kenya. In the last three years, PICL has trained Board Members, CEOs, Senior Managers and equivalent cadre on leadership communication, building alumni that runs to hundreds of leaders in the country and the eastern Africa Region. PICL portfolio cuts across public sector, private sector, non-profit organisations and the UN.

**Centre for Corporate Governance** is an authority in corporate governance and leadership training in Africa. The Centre has conducted trainings in corporate governance, governance, leadership and management for over 14,937 public leaders, political leaders, board members, chief executives, county governors and deputies, Members of County Assemblies, County Public Service Council members and senior managers from all sectors, including NGOs and banks, throughout Anglophone and Francophone Africa. Besides training, the Centre has conducted and disseminated research studies on corporate governance practices in Corporations, Banks, organisations, institutions, SMEs and Commissions as well as facilitating Monitoring and Evaluation activities, including Board Evaluations for various organisations. The Centre has facilitated the development of curricula for MBA, LLM degree and Postgraduate Diploma programmes in Corporate Governance for adaptation and implementation by Universities and institutions of higher learning.

Join other corporate leaders to enhance your skills in leadership communication corporate governance.  
For registration, see the separate registration form, or contact us on [info@peterson.co.ke](mailto:info@peterson.co.ke); [info@ccg.or.ke](mailto:info@ccg.or.ke)

### Who to attend this niche training programme

- Corporate leaders (PSs, Board chairpersons, board members, Commissioners of independent commissions, CEOs, COOs, General Managers, Heads of functions and equivalent cadres)
- County leaders (Governors, Deputy Governors, CECs, COs, Members of County Public Service Boards, leadership of county assemblies, Members of County Assemblies)
- Leaders in the Judiciary, Judges, Directors and Heads of Stations
  - Parliamentary leadership and members of parliament.

### CONTACTS



**Peterson Integrated Communications Ltd**  
Biblica House, Dennis Pritt Road  
P O Box 62972 00200, Nairobi  
Telephone: +254 715 056924, +254 720 464248  
Email: [pmutie@peterson.co.ke](mailto:pmutie@peterson.co.ke); [info@peterson.co.ke](mailto:info@peterson.co.ke);  
[www.peterson.co.ke](http://www.peterson.co.ke)



**Centre for Corporate Governance**  
TRV Office Plaza, 3rd Floor, Muthithi  
Road, Westlands, Nairobi - Kenya  
Email [info@ccg.or.ke](mailto:info@ccg.or.ke)  
Telephone +254 20 3745915 / 3745918  
Mobile +254 722 700180 / 733 573276  
<http://www.ccg.or.ke>