

LEADERSHIP COMMUNICATION: SKILLS TO BUILD TRUST, INSPIRE LOYALTY AND LEAD EFFECTIVELY

INTRODUCTION

Communications is the absolutely indispensable leadership discipline. Leaders who cannot communicate effectively don't succeed in leadership. Whatever else leadership may be, it is experienced publicly. Leadership Communication therefore provides invaluable skill-set to senior corporate leaders (Board Members, CEOs, Directors, Heads of Departments and equivalent senior leaders) giving them skills to build trust, inspire loyalty and lead effectively. Suffice to mention that a leader is judged on three fundamental public leadership attributes, all related to communication. These attributes are:

1. The leaders bearing – how the leader carries himself or herself.
2. The words the leader uses to engage others.
3. The manner in which the leader engages others.

THE MODULES OF LEADERSHIP COMMUNICATION TRAINING FOR CORPORATE LEADERS

The programme 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

A breakdown of the modules is provided below:

(A) LEADERSHIP COMMUNICATION

1. The power of communication in effective leadership.
2. Connecting with audience through effective communication to achieve the organisation’s strategic objectives.

(B) MANAGING COMMUNICATION DURING A CRISIS

1. Effective leadership communication during a crisis and the role of leaders in navigating crisis situations.

(C) MEDIA RELATIONS

1. Understanding how media works
2. What comprises news/news value
3. The newsroom ecosystem (media assignments, timelines and news angle)
4. Types of journalists and how to relate with them.
5. Preparing for a media interview
6. Dos and don’ts during a media interview
7. Common interview mistakes
8. Practical media interview sessions

(D) UNDERSTANDING AND USING SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE

(E) PUBLIC SPEAKING

1. Public speaking skills; Voice Projection to deliver admirable public speech.

(F) LEADERSHIP ETIQUETTE

1. Professional conduct and etiquette;
2. Communication etiquette (phone, email, verbal, virtual communication)
3. Dressing etiquette and
4. Dining etiquette.

The Power of Communication: Skills to Build Trust, Inspire Loyalty and Lead Effectively

Scheduled Dates of the Training (July – Dec 2019)

July 31 – August 2, 2019	Mombasa, Kenya
September 25 – 28, 2019	Mombasa, Kenya
November 13 – 15, 2019	Mombasa, Kenya

These scheduled three day programmes attract an investment of KES 95,000 (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 enough drill on handling media.

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 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 management team.

VENUE

This programme has been hosted in Naivasha and Mombasa. However, for the Public Service, PICL can explore other options such as KSG or Kenya School of Monetary Studies (KSMS), which will effectively reduce on the cost of participation.

INVESTMENT

This training attracts varying fees depending on venue of the training. The fees cater for all training expenses except transport, dinner and accommodation. Please note that the training fee is prepaid unless special arrangements have been agreed on.

NOTE: PICL always negotiates acceptable training fee based on the location/venue of the programme.

Peterson integrated communications Ltd is the first training firm to be admitted as a member of Global Alliance for Public Relations and Communications Management (GA). Our training programmes are endorsed by African Public Relations Associations (APRA)

Our Portfolio of Clients

In the last three years, the Power of Communication training has been offered to hundreds of senior leaders in Public Sector, Private Sector, Not for Profit organisations, County Governments' leaderships as well as the UN and other multilateral organisations. The training is endorsed by African Public Relations Association (at the continental level) and Global Alliance for Communication and Public Relations Management (at the global level). Some of our notable alumni are highlighted below.



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