

# Leading with Persuasive Communication

Leading from the front with words and actions

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| 18 - 22 Jul 2022 | London | US\$ 5,350 |
| 06 - 10 Nov 2022 | Dubai  | US\$ 4,350 |
| 05 - 09 Feb 2023 | Dubai  | US\$ 4,350 |
| 13 - 17 Mar 2023 | Dubai  | US\$ 4,350 |
| 17 - 21 Jul 2023 | London | US\$ 5,350 |



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## About the Course

Leadership has always been crucially important for any business. Any organisation now has many and varied stakeholders with their own nuanced demands and requirements. To lead an organisation in these 24/7/365 'always on' days, requires a set of skills that are many and varied. Yet all these skills have a common root. They need to be communicated clearly, flexibly and compellingly to an often widespread and varied set of audiences.

Employees (current and prospective) need to know who and what it is they are working for. Customers need to know what they are dealing with, and other stakeholders and interest groups need to have a clear idea as to what they are entrusting their money and time to.

Being able to communicate concisely, clearly and without ambiguity to a diverse audience is a must have competence for any current or would-be leader. Genuine value is created (and lost) in the communication of core messages throughout an organisation (and beyond). These crucial skills are no alchemy though, they can be taught and learned.

This fast-moving and highly interactive training course will take the attendee on a journey to becoming a flexible, creative and compelling communicator, able to pass on even complex ideas and notions clearly, concisely and compellingly.

## Core Objectives

The delegates will achieve the following objectives:

- Understand the characteristics of great leaders
- Become highly skilled at effective communication in a number of different modes and media
- Understand the Science of Persuasion and how to use it
- Understand the different personality types of people and how best to communicate with each
- Learn how to create and communicate compelling Visions, Values and Propositions

## Training Approach

This Leading with Persuasive Communication course uses a variety of training inputs to appeal to all learning styles and types. Included are lectures, tutorials, case study analyses, role-play exercises, training games, video inputs, facilitated discussion sessions, Q&A sessions and some coursework. This mixture of inputs ensures speedy, facilitated learning coupled with ample and speedy opportunities to practice the new skills so as to embed them into your daily routines.

We take into careful consideration different learning styles and temperament styles in this training.

In this way, the learning quickly becomes embedded into daily practice and then benefits can accrue from the very start.

## The Attendees

**Because persuasive communication is such an important part of business and social life, it is difficult to imagine who would not be a candidate for this course. However, it will be valuable to the professionals but not limited to the following:**

- Managers
- Board Members
- Business Owners
- Team Leaders
- Entrepreneurs
- Marketing Executives
- Business Developers

# DAILY DISCUSSION

## DAY ONE

### LEADERSHIP MASTERCLASS

- The Fundamentals of Leadership
- Leadership Skills Workshop
- Leading and the led
- Situational Leadership Workshop
- Finding your Leadership Style Workshop

## DAY TWO

### COMMUNICATION SKILLS MASTERCLASS

- Verbal Communication Skills
- Understanding Non-Verbal Communication
- Persuasive Writing
- Communicating Digitally
- Communicating on the telephone
- Creating Credibility
- Rapport-Building

## DAY THREE

### THE SCIENCE OF PERSUASION

- Understanding the Science of Persuasion
- Harnessing the Science of Persuasion - Workshop
- How to be compelling
- Social-Proof
- How to develop a Persuasive style

## DAY FOUR

### CRAFTING YOUR MESSAGES

- Segmenting your audiences
- Audience Personas
- Developing a Persona 'Voice'
- The importance of authenticity
- Gravitas, Credibility and getting their attention
- Attention-getters

## DAY FIVE

### ENRICHING YOUR LEADERSHIP AND COMMUNICATIONS

- Active Listening Skills
- High-Gain Questioning
- Assertive Communication
- Developing a compelling 'call-to-action'
- Using Behavioural Economics to embed your messages
- Summary and Course Review