



course : Leadership and Strategic Communication

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-10-26	End Date :	2025-10-30
Duration :	1 Week	Price :	3950 \$

Course Overview

This Leadership and Strategic Communication advanced-level training course offers solutions to any leader who must continue to inspire, develop strategy and communication to a high level of authority. In these turbulent times, leaders need to focus on what will drive their business enterprise through the obstacles of success.

This course focuses on how a leader takes on the responsibilities of implementing new strategies and developing their human assets to support the enterprise. It goes deep into the heart of a true leader and helps any leader/manager understand what makes an effective leader in the modern organization.

Lead teams through more effective communication, persuasion, and influence

Identify motivational value systems to improve productivity and cooperation

Advanced rapport, language, and communication skills

The science of influence and how you can use it within your leadership role

Develop and maintain a personal, tailored Leadership Development Plan

Course Objectives

This Leadership and Strategic Communication training course aims to enable participants to achieve the following objectives:

- Enhance leadership skills including: setting direction, aligning people, motivating and inspiring, leading teams, and communicating.
- Leading challenging conversations to isolate issues.
- Learn how to build relationships, negotiate and lead change.
- Communicate and lead people to achieve positive results.
- Gain a clear understanding of why strategic communication is so important.
- Leadership skills to improve working relationships with stakeholders.
- Use a practical, step-by-step process to prepare for win-win negotiations.

Target Audience

This Leadership and Strategic Communication training course is suitable for a wide range of professionals, including:

- Managers, Team Leaders, and Section Heads
- Project, Technical, and Operational Managers
- Professionals seeking leadership roles or career advancement
- HR professionals supporting and coaching leaders
- Existing leaders who want to review and enhance their performance
- Senior leaders responsible for initiating organizational change
- Professionals aiming to develop strategic communication and influence skills
- Anyone who wants to improve their leadership impact, decision-making, and stakeholder engagement skills

Methodology

The course will combine presentations with interactive practical exercises, supported by video materials, activities and case studies. Delegates will be encouraged to participate actively in relating to the principles of Leadership and Strategic Communication to the particular needs of their workplace.

Course Outline

Day 1: Leadership and Strategy

- Why Strategize: 21st Century Changes and Challenges?
- Psychological Aspects of Decision Making
- Strategic Thinking – Who, How, When & Why
- Examples of Strategy Success and Failure
- The Functions and Capabilities of a Strategic Leader and Manager
- Power and Leadership Relationship
- Sources of Leadership Power
- Empowerment Models and Practices
- Update Your Leadership Development Plan

Day 2: Communication Strategy to Increase Your Impact

- Learn How to Organize Your Presentation
- Learn How to Overcome Stress and Tension
- Understand the Impact of Visual Communication
- Discover How the Brain is Programmed for Impactive Retention
- Learn How to Use Communication Tools

- What Features Attract an Audience?
- Practice Sessions and Case Studies

Day 3: Strategic Communication for Increased Empowerment

- Advanced Rapport, Language, and Communication Skills
- Understanding the “People Factor” Connection
- Discover the Power of Illustrations and Stories
- Understanding the Basic Psychological Needs of People
- Learn the “Golden Rule” Communication Interaction
- Discover the Keys to Making an Effective Presentation
- Apply these Communication Principles into a “Plan of Action”

Day 4: How to Use Communication to Build Trust and Agreement

- What is Trust and the Benefits of a High Trust Environment
- How Trust Produces the Competitive Edge and Leads to Increase in Performance and Results
- Coaching, Delegation and Reverse Delegation for Empowerment, People Development and Managing Your Own Time and Results
- Building Your Story and Personal Charisma Through Improved Communication
- The Science of Influence and How You Can Use It Within Your Leadership Role
- How to Win Friends and Influence People Above You
- Case-Study: Building Stakeholder Engagement Within Your Projects and Team

Day 5: Leading Challenging Conversations

- Leading Challenging Conversations to Isolate Issues
- Influencing Tactics and Your Preferred Influence Style(s)
- How to Reach Agreement with Stalled or Stuck Discussion
- Creative Ways to Move People from Fixed Positions
- Achieving a BATNA by Creating Leverage; Using Incentives and Pressure
- Reframing, Asserting and Signalling
- Case-Study: Negotiating Agreement from Conflict and Using Proven Principles of Effective Negotiation
- Communication Responses and Modes of Conflict Handling
- Update Your Leadership Development Plan

Certificates



On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.