



course : Managing & Leading Strategic Communication

City :	Paris	Hotel :	Le Meurice
Start Date :	2025-10-27	End Date :	2025-10-31
Duration :	1 Week	Price :	5950 \$

Course Overview

Professionals have a strategic role in leading communications with stakeholders both inside and outside their organisation. They ensure stakeholders understand their vision of the future and motivate and coordinate behaviours that drive transformation.

Gaining understanding and commitment to take an organisation or team in a new direction is never easy. Even experienced leaders can under-communicate, send inconsistent messages, or fail to explain clearly. This Managing & Leading Strategic Communication training course explores solutions to these communication challenges.

Participants will develop the following competencies:

- Clarity in explaining vision and change so messages are understood, believed, and acted upon
- Storytelling using metaphors and analogies to explain complex ideas with impact
- Crafting communication strategies that support and strengthen business objectives
- Engaging and empowering employees to foster shared purpose and high performance

Course Objectives

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

- Improve stakeholder engagement and relationship-building skills
- Assess brand and reputation, ensuring consistency and value to stakeholders
- Develop shared understanding of organizational mission, vision, values, and business objectives
- Use communication activities to gain employees' understanding and commitment to change
- Guide team members and PR professionals in developing communication strategies aligned with business objectives

Target Audience

Professionals and leaders who want to improve management of communications within their teams and address current communication challenges in their organisations.

Methodology



This course combines presentations with interactive exercises, supported by video materials, activities, and case studies. Participants are encouraged to reflect on and discuss their own professional issues and experiences.

Course Outline

Day 1: Leading Communications

- Relational Leadership: Influencing and inspiring through relationships
- Building Trust & Credibility: Integrity, likeability, and perceived expertise
- Guiding Stakeholder Communications: Interpreting strategic issues and providing guidance
- Inspiring, influencing, and persuading through storytelling
- Focus on the Triple Bottom Line: Economic, environmental, and social performance

Day 2: Communicating During Change

- Ethos and Desire: Communicating compelling visions to change corporate culture
- Walk the Walk, Talk the Talk: The leader's role during change
- Commitment from Senior Managers: Creating a coalition of committed communicators
- Transparent Communications & Reputation Risk Management

Day 3: Focusing Communication Efforts

- Aligning communications strategy with business objectives
- Structuring communications to support a high-performance culture
- Delivering real benefits from communications: Engaged audiences, effective organization, improved productivity
- Managing resources efficiently: People, technology, and budgets

Day 4: Engaging Employees

- Engaging & empowering employees through effective communication
- Turning managers into effective communicators: Capabilities, competencies, and performance
- Engaging hard-to-reach employees: Call centres, remote offices, field staff, and sales teams
- Helping new employees settle in and feel part of the organisation

Day 5: Brand Management

- Corporate identity, image & reputation, vision, mission & values



- Building competitive advantage through branding
- Sharing the investment story: Investor relations and financial PR
- The leader's communication role during crises
- Developing a personal action 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.