



PUBLIC RELATIONS SOCIETY
OF KENYA

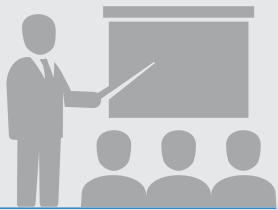
COMMUNICATION AND LEADERSHIP WORKSHOP

16th - 21st September 2019
Washington DC



Member: Kshs 289,500.00 | Non Member: Kshs 299,500.00
Registration Deadline: 2nd August 2019

The Training



Self-mastery is not achieved by accident - it is a process that occurs as we interact effectively with the events and circumstances of our lives. Each moment of our lives provides an opportunity to practice self-mastery by expanding our visions, awakening the faculties of our minds and our hearts, and assuming full responsibility for living, growing, and contributing.

As we master our own emotions, we can enhance our ability to lead others, acting as a role model and someone others would truly wish to follow. Through this training seminar, you will learn a great deal about yourself - how you think, how you perceive the world and how others perceive you, how you communicate and how you can enrich your communication skills - and through that process you will learn how to lead others with great skill.

Training Methodology

This training seminar consists of five modules containing lecture content, skill assessments, participative discussions, video presentations and delegate exercises in order to create high impact training. The training course is designed to be dynamic and highly interactive as well as educational. The primary focus is to provide delegates with concepts and methods which they can put to immediate use in the workplace.

In this training course we will cover:

- ✓ How to take charge of your brain
- ✓ The Importance of a powerful vision coupled with personal integrity
- ✓ The development of communication skills
- ✓ The advancement of leadership capability
- ✓ The improvement of influencing abilities

Objectives

- ✓ Study effective management of our thoughts, beliefs, focus and action
- ✓ Understand the impact of our values on our actions
- ✓ Consider how to build confidence, enthusiasm and courage
- ✓ Explore methods of improving communication
- ✓ Examine how to enhance personal leadership skills
- ✓ Analyse the public face of the leader

Who Should Attend?



- ✓ Corporate Communications Managers
- ✓ All management professionals
- ✓ Team Leaders
- ✓ Supervisors

Personal Impact



- ✓ Sharper focus on valuable goals
- ✓ Greater self-understanding
- ✓ Increased ability to achieve success
- ✓ Improved communication skills
- ✓ Enhanced leadership skills
- ✓ Greater levels of personal productivity

Organizational Impact



- ✓ More effective employees
- ✓ Strengthened employee focus on goal achievement
- ✓ Improved organizational communications
- ✓ Enhanced employee leadership skills
- ✓ Increased levels of motivation
- ✓ Higher levels of productivity

SEMINAR OUTLINE

DAY 1

Advanced Communication Skills and Tools

Skills

- Communicating with intention
- Breaking negative patterns
- Understanding the communication process
- Understanding the relationship of verbal and nonverbal communication
- Utilizing active listening techniques
- Dealing with difficulties in communication

Tools

- Utilizing tools for effective communications (including feedback, emotional intelligence).
- Having meaningful conversations
- Creating an elevator pitch
- Harnessing the power of storytelling
- Leading the strategic planning process, including proven frameworks for conducting scenario planning to mitigate risks
- Developing the crisis communications plan

How Session Will Engage the Audience

- Interactive learning through lecture and discussion
- PowerPoint slides and internet video
- Problem solving opportunities through small group breakouts
- Action planning will conclude the session

DAY 2

Transformational Leadership as a Catalyst to Development in Emerging Economies

Strengths Finder

- Gaining more self-awareness for leadership effectiveness
- Recognizing how your unique combination of strengths can help you in your current position
- Improving your skills and knowledge to sharpen your strengths
- Knowing more about the strengths of others
- Donating your strengths to the team whenever possible.

Transformational Leadership

- Recognizing behaviors, values and beliefs of transformational leaders
- Analyzing your leadership style for impact
- Understanding possible barriers to leadership effectiveness

How Session Will Engage the Audience:

- Interactive learning through lecture and discussion
- PowerPoint slides and internet video
- Brief Leadership Style survey tool
- Problem solving opportunities through small group breakouts
- Up to 3 team-building exercises, time permitting
- Reflection and self-evaluation will conclude the session.

DAY 3

Who Do You Think You Are? Self-Mastery, Reality and Responsibility

- Taking charge of your brain
- Reaching success based upon your paradigm
- Understanding the emotional loop
- Gaining power and freedom by taking responsibility
- Analyzing the power of beliefs
- Utilizing emotion to drive action
- Directing your focus
- Understanding visual, auditory and kinesthetic sub modalities

DAY 4

Leadership

- Understanding the importance of emotional intelligence
- Developing self-awareness, motivation, empathy and social skills
- Moving to a new model of empowerment
- Recognizing 21st century leadership skills
- Interpreting institutional and interactive leadership
- Comprehending the difference between leadership and management
- Utilizing effective situational leadership
- Learning the 4 Es of leadership at GE: Energy, Excite, Edge and Execute
- Evaluating the leadership secrets of Jack Welch
- Investigating theories of motivation

DAY 5

The Public Face of the Mature Leader

- Making successful presentations
- Influencing through appeal to achievement of a vision
- Influencing through the utilization of logic
- Influencing through a genuine people orientation
- Displaying personal power in communications
- Overcoming the failure mechanism
- Running productive meetings
- Reviewing the course