



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Leadership and Communication

Code	City	Hotel	Start	End	Price	Language - Hours
696	Marrakesh (Morocco)	Hotel Meeting Room	2025-02-09	2025-02-13	3450 €	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Apply breakthrough leadership and communication techniques to drive business value and become more powerful leaders.
- Implement best practices for influencing peers, managers, subordinates, customers and other stakeholders.
- Effectively handle challenges such delivering unpopular news and increasing team motivation
- Communicate confidently in any environment, from spontaneous “elevator pitches” to high stakes reports and proposals.
- Deliver powerful messages that win hearts and minds and lead rapidly to action.

Who should attend

Leaders interested in developing superior leadership and communication skills to achieve greater success at all levels of their organization.

Program Outline

Preparing and Organizing Thoughts and Messages

- Organizing Ideas through Mind Mapping
- Knowing Your Message’s Desired Outcomes



- Tailoring a Message for Your Intended Audience
- Picking the Right Channels for Communicating Your Message

Earning Credibility as a Leader

- Identifying the Characteristics of a Credible Leader
- Demonstrating Caring, Character and Competence in Challenging Situations
- Establishing Your Credibility Firmly
- Persuading, Negotiating and Influencing Skills

Winning Hearts and Minds of People

- Creating a Logical Train of Thought to Persuade
- Creating a Persuasive Message that Evokes the Right Emotions
- Reframing a Message from Negative to Positive and from Subjective to Objective
- Adjusting Your Message to Accommodate the Audience's Needs, Wants and Style

Building Consensus, Commitment and Cooperation

- Crafting Messages to Drive or Champion Change
- Identifying Techniques for Building Consensus
- Describing How to Secure Commitment and Cooperation through Change Initiatives

Getting Results in the Face of Resistance

- Managing and Handling Resistance
- Effective Conflict Resolution Styles for Handling Resistance
- The Importance of Emotional Control when Facing Resistance

Trends and Strategies for the Effective Leader and Communicator

- From Social Media to Relationship Management



- Optimizing Social Networks such as Twitter, LinkedIn and Facebook for Higher Visibility
- Effective Communication and Networking on the Web



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.