



**Public Relations &
ommunication skills**



SCANDINAVIAN ACADEMY
Training and Development

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Course: Advanced Communication & Interpersonal Skills

Code	City	hotel	Start	End	price	Hours
268	Marbella (Spain)	Hotel Meeting Room	2024-04-08	2024-04-12	5450 €	25

The Course

All businesses in the current climate need a competitive edge. This can be gained through innovative and exciting products and services, or through effective and efficient world class employees.

Top performing organisations are passionate about their most valuable resource - their staff. In order to maintain their high standards a large proportion of their time and energy is spent on continuous professional development, not only of their employees, but of their business.

Teams that find solutions together make things happen. They are committed to getting the job done in the fastest and most efficient way. This doesn't happen by accident, it is down to the leadership, trust and teamwork. The finest teams have a clear direction and a route to reach their ultimate goal.

This highly interactive programme investigates the tried and trusted leadership and management processes, procedures and methodology used by many blue chip organisations to achieve outstanding results. They utilize highly efficient management tools to develop high levels of performance from their staff. This in turn ensures the future and reputation of their companies through innovative development, service and evaluation. This course offers participants practical solutions to work related issues.

During the workshop you will explore a variety of behaviours, discuss leadership styles and learn how to get the most out of your staff by using state of the art techniques such as Neuro Linguistic Programming (NLP) and Emotional Intelligence (EQ).

This course will give you the knowledge and understanding you need to move forward with enthusiasm and assurance. You will feel able to build a productive and cohesive unit, establishing strong working relationships with people at all levels. As you gain in experience and confidence, you will be recognised as an able and supportive supervisor, leader and manager by your company and colleagues.

The Goals

- Develop skills and abilities which can be put to immediate use in the workplace
- Recognising personal style and behaviour preferences
- Build effective communication skills



- Develop strategies for creating a positive work environment
- Learn how to delegate and motivate
- Build and develop teams
- Recognise differing behavioural styles and learn to adapt to them in order to build lasting rapport
- Understand the key roles you have in encouraging and developing your staff
- Harness the power of personal motivation
- Give and receive feedback on performance and perception
- Massively improve your leadership skills
- Use a team approach to solving problems
- Understand and utilize a creative problem solving process
- Clearly analysis the source of problems
- Learn to generate ideas and evaluate them
- Implement and create workable action plans
- Gain a greater awareness of yourself and your full leadership potential
- Refine your leadership styles for the benefit of your team and department
- Develop adaptability in dealing with different people
- Enhance decision making skills in employees
- Apply effective decision making skills in solving problems
- Learn how to cultivate key leadership styles
- Personal growth as an effective leader
- Better understanding of how to lead others towards effective decision making
- Deepen personal insights on how to cultivate creativity in the organization
- Manage relationships with others with effective leadership style

The Process

The seminar is carefully designed to address all styles of learning and to engage participants fully. Lectures and discussions are either preceded or followed by powerful individual or group exercises. These exercises provide opportunities for personal participation in real situations. This process makes training fun filled, fast-paced, challenging and empowering. This seminar uses the cutting edge skills of Neuro-Linguistic Programming and Emotional Intelligence to open your mind to how people think.

The Core Competencies

Participants will develop the following competencies:

- NLP and Emotional Intelligence
- Problem Solving tool kit
- Creativity
- Communication and Interpersonal Skills
- Motivating Staff
- Assertiveness



- Leadership
- Management processes
- Building and Leading Teams
- Flexibility and versatility
- Improvement in individual and team performance
- Effective decision making skills

The Programme Content

How to Build Lasting Rapport

- The art of building lasting rapport
- How to identify behavioural traits and react to them
- How to modify your own behaviour to match other's
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Read body language in order to understand how others are thinking and responding to you

Self Awareness

- Key concepts of NLP
- The relationships between NLP and Emotional Intelligence
- Connecting your feelings for greater self awareness
- Eliciting emotions
- Noticing your unconscious messages and following your intuitions
- Self talk and what it means
- Maslow's Hierarchy of Needs
- Internal and external referencing

Crystal Clear Communication

- Powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- The use of Metaphors
- Sub-modalities
- Perceptual positions
- Climates of trust
- Well formed outcomes
- Communication exercises



Empathy

- Review how to sharpen your senses to the signals others are sending you
- Communicating first impressions
- The secrets of body language
- How we communicate
- Filters to communication
- Understanding the science of lying
- Learning Styles
- Modelling - how others do things

Motivation

- Logical levels of change
- The importance of values in motivation
- Eliciting values for yourself and your organisation
- The secrets of motivation
- Setting goals that motivate
- Creating a positive future for your organisation
- Testing your well-formed outcomes
- Stepping into the future



The Scandinavian Academy 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 buffet sessions for light meals during lectures.