



## Leadership Training Courses



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Leadership and Communication

Code	City	hotel	Start	End	price	Hours
696	Munich (Germany)	Hotel Meeting Room	2024-06-10	2024-06-14	5450 €	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 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.