



Consulting and Training | Reach New Heights

**Course Name**

# Digital World Communication Skills for Leaders

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**Sector Name**

Interpersonal Skills and Self Development

**Document Type**

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## Digital World Communication Skills for Leaders

### Course Introduction

As the business world transforms, so does technology. Business interactions and working set-ups have become more complex, especially after the pandemic. This means that digital literacy has become even more important, and leaders should have the capabilities to adapt to and be aware of the latest digital communication trends.

This training course is designed to provide participants with the key concepts of communication skills that leaders must obtain in this digital world. This course will cover topics such as e-communication advantages and disadvantages, digital communication barriers, and communication across cultures and different generations.

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## Digital World Communication Skills for Leaders

### Target Audience

- ✓ Communication Specialists
- ✓ Digital Marketing Professionals
- ✓ Corporate Trainers
- ✓ HR Managers and Learning & Development Specialists
- ✓ Cross-Cultural Communication Consultants
- ✓ Leaders and Managers in Multinational Organizations
- ✓ Public Relations and Corporate Communications Officers
- ✓ Professionals in Digital and Social Media Management
- ✓ Psychologists and Behavioral Scientists
- ✓ Customer Experience Managers
- ✓ Professionals Working in Remote or Virtual Teams
- ✓ Educators and Trainers Focused on Digital Learning Platforms
- ✓ Professionals Interested in Neuro-Scientific Insights into Communication
- ✓ Cultural Advisors and Diversity & Inclusion Specialists
- ✓ Individuals Managing Intergenerational Teams or Audiences.

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## Digital World Communication Skills for Leaders

### Learning Objectives

- ✓ Gain a comprehensive understanding of the psychology of communication.
- ✓ Identify the ways of removing barriers to effective communication
- ✓ Explore the advantages and disadvantages of digital communication
- ✓ Differentiate between fact and fiction about digital communication
- ✓ Utilize various ways to personally improve communication competencies
- ✓ Assess the latest research on how to make digital communication effective

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## Digital World Communication Skills for Leaders

### Course Outline

#### ✓ 01 Day One

##### **Psychology of Communication and its link to Digital Communication**

- ✓ The psychology of communication
- ✓ Different ways to communicate electronically and in-person
- ✓ The dangers of digital communication
- ✓ Communication barriers and how to overcome them
- ✓ Restricting PowerPoint to enhance communication

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### Course Outline

#### ✓ 02 Day Two

##### **Improving e-Communication**

- ✓ Recognising e-communication advantages and disadvantages
- ✓ Online meetings - avoiding "Zoom Fatigue."
- ✓ Instant messaging, podcasts, and blogs
- ✓ Corporate websites - are they still relevant?
- ✓ e-Communication barriers and how to overcome them

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### Course Outline

#### ✓ **03 Day Three**

##### **Neuro-scientific and Brain Research into Communication**

- ✓ Communication starts with the eyes
- ✓ Neuro-scientific communication - the role of the brain image
- ✓ Our brain cannot cope with too much information
- ✓ Multi-tasking - does it work?
- ✓ The impact of emotions on behaviour

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### Course Outline

#### ✓ 04 Day Four

##### **Cross-cultural Digital Communication**

- ✓ Communicating across cultures – the science
- ✓ Communication is not all about body language
- ✓ Turning off your smartphone can make you work better
- ✓ Why do people troll, and what to do about it?
- ✓ The latest exciting brain studies

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### Course Outline

#### ✓ 05 Day Five

##### **Becoming a Master Communicator: Digital Communication across generations**

- ✓ Using big words does not make you look smarter
- ✓ Understanding other generations (Boomer, X, Millennial, & Z)
- ✓ Digital Communication across generations
- ✓ Avoiding 'groupthink' in decision making
- ✓ Personal action planning

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## Digital World Communication Skills for Leaders

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
April 19, 2026	April 23, 2026	5 days	4250.00 \$	KSA , Riyadh
July 13, 2026	July 17, 2026	5 days	4250.00 \$	UAE , Dubai
March 29, 2027	April 2, 2027	5 days	4950.00 \$	England , London

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