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Course Name

Leaders as Communicators

Sector Name

Management And Leadership

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Leaders as Communicators

Course Introduction

It is simply impossible to become a great leader without being a great communicator. According to ATD studies, 83 percent of respondents indicated that communication is the most important skill area related to managerial success. As a leader, it is vital to be a skilled communicator in various relationships at the organizational level, in communities and groups, and on a global scale in order to achieve results through others.

This training course is designed to provide senior leaders of organizations with the effective practical tools and techniques to enhance their interpersonal and business communication. This course will allow leaders to strengthen confidence, active listening skills, and assertiveness skills, and enhance communication channels among leaders and their teams.

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Target Audience

- ✓ Entrepreneurs
- ✓ CEOs and C-Suite Executives
- ✓ Middle Managers
- ✓ Project Managers
- ✓ Team Leaders
- ✓ High-Potential Employees

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Leaders as Communicators

Learning Objectives

- ✓ Gain a comprehensive understanding why it is essential for leaders to be great communicators.
- ✓ Illustrate what influential leaders do differently
- ✓ Read and interpret body language and gestures while communicating with others
- ✓ Effectively communicate with empathy and compassion
- ✓ Develop How to Foster Accountability through Communication & alignment
- ✓ Discover tips to Improve the feedback loop through discussions
- ✓ Explore the Situation-Behaviour-Impact (SBI) feedback model
- ✓ Recognizing the repercussions of inadequate performance feedback
- ✓ Formulate and implement strategies to communicate and deliver messages in different scales.

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Leaders as Communicators

Course Outline

✓ 01 Day One

Effective Leadership Starts with Communication

- ✓ How hierarchy and power affect communication
- ✓ What kind of messages do you send as a leader?
- ✓ How does a leader’s communication style affect the business?
- ✓ Communication Gaps in the Organization
- ✓ Define main communication barriers categories
- ✓ Negative Business consequences of Communication gaps
- ✓ Professional Body Language
- ✓ Knowing your personal body language
- ✓ Importance of interpreting other’s body language for managers
- ✓ Recognize the emotional state of your subordinates

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Leaders as Communicators

Course Outline

✓ 02 Day Two

Becoming an Influential Leader

- ✓ Building Solid Communication Channels up and down
- ✓ Appreciating different communication styles
- ✓ Identifying our own communication style and preference
- ✓ Key steps for dealing with different behavior and personalities styles

Empathy & EI for SVPs

- ✓ Daniel Goleman’s Emotional Intelligence model
- ✓ EI Assessment
- ✓ How EI level can impact your communication
- ✓ How do leaders become more Socially Intelligent?
- ✓ Delivering your messages

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Leaders as Communicators

Course Outline

✓ 03 Day Three

Communicate Assertively

- ✓ What does it mean to be assertive and how can you achieve it?
- ✓ Identifying the three components to achieve assertive communication
- ✓ How to provide actionable feedback for others?
- ✓ The Situation-Behavior-Impact (SBI) feedback model
- ✓ Repercussions of inadequate performance feedback
- ✓ How can you avoid appearing aggressive?

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Leaders as Communicators

Course Outline

✓ 04 Day Four

Communicate to hold Accountability

- ✓ Giving Clear & affirmative instructions
- ✓ Clear expectations
- ✓ Clear capability.
- ✓ Clear measurement.
- ✓ Clear feedback.
- ✓ Clear consequences

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Course Outline

✓ 05 Day Five

Leaders as Strategic Communicators

- ✓ Assess the context
- ✓ Craft the Strategy
- ✓ Implement the Strategy
- ✓ Initiating and Provoking Dialogues
- ✓ Delivering Messages in Different Scales (Team, Organization, Global)
- ✓ Practical Application (Workshop)

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 19, 2027	5 days	4950.00 $	Netherlands , Amsterdam
May 24, 2027	May 28, 2027	5 days	4250.00 $	UAE , Dubai
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 $	UAE , Dubai
Aug. 30, 2027	Sept. 3, 2027	5 days	4250.00 $	UAE , Abu Dhabi

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