



# Communication with Power & Impact for Women

Building an Effective Personal Brand

## ► Upcoming Sessions

04-08 Nov 2024	London - UK	\$5,950
24-28 Feb 2025	London - UK	\$5,950
02-06 Jun 2025	London - UK	\$5,950
03-07 Nov 2025	London - UK	\$5,950

## ► Training Details

### Training Course Overview

Do you find yourself, like many women, sometimes overlooked in comparison to male counterparts, even in senior roles?

Whether delivering a keynote address or participating in meetings, the essence of effective communication lies in understanding your audience and adapting your message accordingly. If you aspire to enhance your communication skills and amplify the impact of your messages, you must commit to striving for communication excellence. This course is meticulously crafted to guide you on this journey towards powerful communication.

### Training Course Objectives

This five-day Anderson training course is a journey that begins by exploring the self and then building on good relationships, influencing, impactful presentations and understanding other people through motivation and conflict

**By attending this Anderson training course, delegates will be able to:**

- ▶ Developing awareness of how to create an impact through personal style
- ▶ Understanding how effective communication builds relationships
- ▶ Knowing and developing the level of confidence
- ▶ Understanding the power non-verbal communication
- ▶ Using powerful language and creating clear, compelling key messages
- ▶ Making an impact as a presenter

### Designed for

**This Anderson training course is suitable to a wide range of professionals but will greatly benefit:**

- ▶ Those aspiring to become senior women in their organisation
- ▶ Graduates on 'Fast Track Management Schemes'
- ▶ Women in supervisory or middle management positions
- ▶ Those in senior roles who feel they do not receive true recognition for their input

## ► Training Details

### Day One: Understanding Myself

- ▶ Personality theories
- ▶ Psychometric Tests – Johari Windows, MSQ
- ▶ Confidence and Self Esteem
- ▶ Recognising strengths and minimizing weaknesses
- ▶ Origins of self- doubt and negative thinking
- ▶ Emotional resilience

### Day Two: Mastering Interpersonal Communication

- ▶ Importance of good communication
- ▶ Barriers to communication
- ▶ The art of effective listening
- ▶ Asking good questions
- ▶ Using non-verbal communication
- ▶ Building rapport

### Day Three: Power, Persuasion and Influence

- ▶ Understanding the concept of power bases
- ▶ Importance of knowing what's going on: keeping yourself informed
- ▶ Enhancing your reputation: building good working relationships
- ▶ How to persuade without coercion
- ▶ Putting forward sound ideas and arguments
- ▶ Influencing through self-projection

### Day Four: The Art of Presentations

- ▶ The concept of 'presence'
- ▶ Vocal qualities and voice projection
- ▶ Qualities of good and poor presentations
- ▶ Use of visual aids
- ▶ Planning and practising
- ▶ Individual presentations

### Day Five: Psychology in the Workplace

- ▶ Motivation: Why work?
- ▶ Behaviour at work – engagement and commitment
- ▶ Conflict and conflict management
- ▶ Dealing with difficult people
- ▶ Leadership
- ▶ Conclusions and action plan

## ► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

## ► INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

**©2024. Material published by Anderson shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.