



## Communication Strategies for Senior Leadership

Negotiating for Maximum Success Across Teams and Stakeholders

### ► Upcoming Sessions

09-13 Sep 2024	London - UK	\$5,950
23-27 Dec 2024	Dubai - UAE	\$5,950
20-24 Jan 2025	Istanbul - Turkey	\$5,950
07-11 Apr 2025	Dubai - UAE	\$5,950
02-06 Jun 2025	London - UK	\$5,950
08-12 Sep 2025	London - UK	\$5,950
22-26 Dec 2025	Dubai - UAE	\$5,950

### ► Training Details

#### Training Course Overview

Is non-verbal behavior truly more impactful than verbal communication? Explore how even the most subtle habits shape organizational culture and the risks of overlooking everyday occurrences. By recognizing that communication extends beyond words, you can revolutionize your brand's language.

Through comprehensive brand analysis, discover the importance of accountable actions and ethical conduct. Do you need to be well-liked to garner favor? By delving into key communication theories and innovative techniques like the Golden Fish method, you'll craft personalized leadership approaches tailored to your unique style.

Unravel the correlation between contemporary messaging and the Ripple Effect to enhance the potency of your communication arsenal, fostering not just rhetoric, but comprehensive attitudinal change.

#### Training Course Objectives

You want to be the best leader in the business, and the key to success is communication - congratulations, you're halfway there, but after five days analysing and workshop techniques for positive change, you'll have the tool set stretching from writing, presenting, body language, reading others and strategising across your business to achieve respect and results.

**Taking traditional theories and combining them with non-traditional approaches. By attending this Anderson training course, you should achieve these goals:**

- Analyse current practice to improve your Conscious Communication skills

- ▶ Workshop ways to objectively improve and evolve your Writing
- ▶ Discover how to present yourself for change
- ▶ Improve your understanding of situations through creative body-language
- ▶ Affect behaviour with Storytelling skills across Self-Brand, Brand and Communication

## Designed for

Those who have reached good positions but are looking to expand their abilities to affect their teams and communities, this is an immersive experiential course based in academic results, from theories and proven results will lead you to communicate to all and come out with a sense of well-being.

**Targeted at conscious communicators, or those that want to improve, this Anderson training course applies to:**

- ▶ Communication workers, directors, PR professionals, and creators of content
- ▶ CEOs and boardroom influencers
- ▶ Marketing decision makers
- ▶ Support workers willing to take the next step in their careers to improve their behaviour, and that around them

## ▶ Training Details

### Day One: What is Communication? Behavioural and Communication Theory for Brands

- ▶ Situational analysis
- ▶ What is strategy? What can we learn from others
- ▶ Secrets of Emotional Intelligence + various personality tests
- ▶ Cognition and the science of decision making
- ▶ When the To Do is too long, how do you prioritise
- ▶ Pavlov, and the global brain

### Day Two: Creative Communication Storytelling, Evolved Media Writing and Visuals

- ▶ The top tips for critical thinking
- ▶ How to think like a disruptor
- ▶ Noise and feedback loops - where is it coming from and who's in the feedback loops
- ▶ Overcoming self-hate and hate from others
- ▶ Basic communication theories
- ▶ Yes, No and seeking counsel

### Day Three: Branding

- ▶ Understanding the Estates of Power - Audience
- ▶ Storytelling + research
- ▶ The Golden Fish theory
- ▶ Digital - We Are Who We Follow, cultivating communities
- ▶ Appearance - styling for the best results
- ▶ Panoptism, The Ripple Effect

### Day Four: Conscious Communication - Presenting, Styling + Body Language, Get Conscious in Communication

- ▶ Presenting tips, interpersonal, film, audio and all media
- ▶ Body language
- ▶ Global labels
- ▶ Geo-locational experiences
- ▶ Identity spectrum
- ▶ Appearance

### Day Five: The Personal Plan - Personalised Road-mapping

- ▶ Brand personality + Brand legacy

- ▶ The audience
- ▶ Brand fans
- ▶ Differentiate, persuade, inforce + reinforce
- ▶ Image + Identity = Reputation
- ▶ Present your personal 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:

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