5 Days

Developing Communication Competencies with Stakeholders

Leadership Communication Skills in the Digital Age

▶ Upcoming Sessions

12-16 Aug 2024	Dubai - UAE	$5,950
11-15 Nov 2024	Rome - Italy	$5,950
06-10 Jan 2025	Dubai - UAE	$5,950
11-15 Aug 2025	Dubai - UAE	$5,950
10-14 Nov 2025	London - UK	$5,950

▶ Training Details

Training Course Overview

This dynamic Anderson training course offers a comprehensive masterclass in leadership communication for the digital era. It's crucial for all leaders to grasp the risks and constraints of modern online and digital communication methods.

Participants will engage in a highly practical course, acquiring skills directly applicable to their professional settings to advance personal, team, and organizational objectives. Delegates will cultivate essential abilities to effectively communicate with all stakeholders.

Training Course Objectives

By the end of this Anderson training course, you will be able to:

▸ Describe ways to remove barriers to effective communication
▸ Understand the advantages and disadvantages of digital communication
▸ Assess the latest research on how to make digital communication effective
▸ Differentiate between fact and fiction about digital communication
▸ List ways to personally improve communication competencies

Designed for

▸ All Leaders, Supervisors, Team Leads, and Managers
▸ Human Resource Staff
▸ Public Relations Professionals
▸ Marketing Personnel

Learning Methods

To enhance learning we utilize proven adult learning technology and methods that will result in maximum retention and application. This includes presentations, discussion, practical activities, videos, team practice exercises and case studies.

▶ Training Details

Day One – Understanding the Psychology of 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

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

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

Day Four – The Science of 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

Day Five – Becoming a Master Communicator

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

▶ 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

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

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