



## Certified Strategic Communication Professional

### ► Upcoming Sessions

03-07 Jun 2024	London - UK	\$5,950
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

### ► Training Details

#### Training Course Overview

Non-verbal behavior is more damaging than what we say - do you believe that? Find out how organisational culture is shaped around even the simplest of habits, and the dangers of not acknowledging everyday occurrences. By learning that communication is not just what you say, it's possible to shape an entirely fresh approach to the language of your brand. Through brand analysis, you will learn the correct follow through on making actions with accountability.

By breaking down current practice, you can road map strategies that are key to ethical code making and respect. Do you have to be liked to win favour? Through understanding key communication theories, and the new Golden Fish technique, you'll develop your own self-branded techniques which work for your bespoke style of leadership. By understanding how contemporary messaging correlates with the Ripple Effect you'll be able to develop the power of your communication artillery for more than rhetoric, but pan-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

## ▶ Accreditation



The content of the following has been certified by the CPD Certification Service as conforming to continuing professional development principles

## ► The Certificate

- ▶ Anderson Certificate of Completion will be provided to delegates who attend and complete the course.
- ▶ CPD Certificate will be issued to participants who successfully completed the training course aligned with the international standards of The CPD Certification Service

## ► 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.