

# Managing and Leading Strategic Communication

## COM011

### Course Description

Effective communication is at the heart of successful management and leadership. The "Managing and Leading Strategic Communication" course is designed to equip participants with the skills and knowledge needed to craft and deliver impactful messages, foster strong stakeholder relationships, and navigate complex communication challenges. This intensive, interactive program emphasizes strategic thinking, communication planning, and execution, helping leaders align communication efforts with organizational goals.

Participants will explore best practices in communication strategy, leadership communication, and crisis management, ensuring they are well-prepared to lead with clarity and confidence in today's dynamic business environment.

### Course Objectives

By the end of this course, participants will be able to:

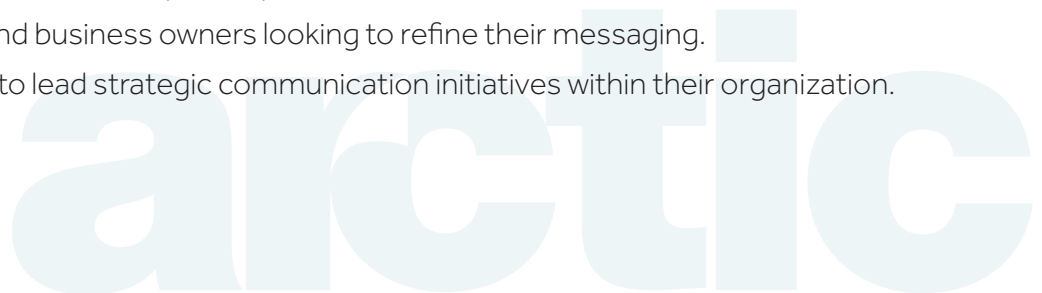
- Understand the principles of strategic communication and its role in achieving organizational objectives.
- Develop effective communication strategies tailored to diverse audiences and contexts.
- Enhance leadership communication skills to inspire and influence stakeholders.
- Navigate communication challenges during crises and organizational changes.
- Utilize digital communication tools and platforms effectively for strategic outreach.
- Assess and measure the impact of communication strategies for continuous improvement.

### Who should attend

- Senior executives and managers responsible for communication strategies.
- Public relations and corporate communication professionals.
- Team leaders and project managers aiming to enhance their communication skills.
- HR and organizational development professionals focused on internal communications.
- Entrepreneurs and business owners looking to refine their messaging.
- Anyone aspiring to lead strategic communication initiatives within their organization.

### Course Duration

5 Working Days



## Course Outlines

### 1. Foundations of Strategic Communication

- Introduction to strategic communication principles
- Understanding the communication cycle and its components
- Aligning communication with organizational vision and goals
- Analyzing audiences and tailoring messages

### 2. Leadership Communication

- The role of communication in effective leadership
- Building trust and credibility through transparent messaging
- Storytelling as a leadership tool
- Delivering impactful presentations and speeches

### 3. Crisis Communication and Conflict Management

- Identifying potential communication crises
- Developing and executing crisis communication plans
- Managing conflicts through effective dialogue and negotiation
- Case studies: Successful and failed crisis communication

### 4. Digital Communication and Media Strategy

- Leveraging digital tools for strategic outreach
- Social media management and reputation building
- Media relations and handling interviews
- Monitoring and evaluating digital communication effectiveness

### 5. Measuring and Refining Communication Strategies

- Setting measurable objectives for communication initiatives
- Using feedback and analytics to improve strategies
- Preparing and presenting a strategic communication plan
- Group exercises: Crafting real-world communication strategies

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