

Strategic Communication

Amman (Jordan)

11 - 15 August 2024

UK Training

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Strategic Communication

Code: LM28 From: 11 - 15 August 2024 City: Amman (Jordan) Fees: 3400 Pound

Introduction :

This training program is designed to equip participants with the skills and strategies necessary to communicate effectively in a variety of contexts. It empowers participants with the skills needed to influence, inspire, and achieve desired outcomes through strategic communication initiatives.

Training Objectives This Strategic Communication training course :

- Understand the importance of strategic communication in organizational success.
- Develop the skills needed to craft clear, compelling, and persuasive messages.
- Identify key stakeholders and tailor messages to their needs and interests.
- Use different communication channels effectively to reach target audiences.
- Build strong relationships and foster collaboration through effective communication.

Strategic Communication Training Outlines

Day 1

Understanding Strategic Communication

- Introduction to Strategic Communication.
- Importance of strategic communication in organizational success.
- Key principles and concepts of strategic communication.
- Case studies and examples of effective strategic communication.

Day 2

Crafting Clear and Compelling Messages

- Understanding your audience.
- Message development and framing.
- Using storytelling techniques to engage and persuade.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

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- Writing for different communication channels email, presentations, reports.

Day 3

Tailoring Messages to Key Stakeholders

- Identifying key stakeholders.
- Understanding stakeholder needs and interests.
- Adapting messages to different audiences.
- Building credibility and trust through effective communication.

DAY 4

Using Communication Channels Effectively

- Overview of communication channels face-to-face, email, social media.
- Choosing the right channel for your message.
- Best practices for communicating through different channels.
- Strategies for effective virtual communication.

Day 5

Building Strong Relationships through Communication

- Importance of building strong relationships in the workplace.
- Active listening and empathic communication.
- Conflict resolution and negotiation techniques.
- Strategies for fostering collaboration and teamwork through effective communication.

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