BLACKBIRD FOR TRAINING

Communication, Coordination & Leadership

21 – 25 November 2027
Cairo (Egypt)

UK Traininig
PARTNER



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Introduction

Effective communication is a cornerstone of exceptional leadership. In this comprehensive course, we combine effective leadership communication skills with practical strategies for coordination and leadership, offering you the opportunity to enhance both your communication and leadership abilities. Whether you're delivering a spontaneous “elevator pitch” or navigating high-stakes speeches, this course equips you with the necessary tools to communicate confidently and inspire others. You’ll learn how great leaders build trust, manage resistance, and ensure the seamless flow of communication within their organizations. Through hands-on practice and expert guidance, you will refine your communication and leadership techniques, empowering you to influence people, manage change, and drive results.

Course Objectives

- Apply breakthrough leadership and communication techniques to drive business value and become a more effective leader.
- Implement best practices for influencing peers, managers, subordinates, customers, and other stakeholders through leadership communication skills.
- Effectively handle challenges, including delivering unpopular news, increasing team motivation, and securing commitment and cooperation.
- Communicate confidently across a range of environments, from impromptu conversations to impactful proposals and presentations.
- Deliver powerful messages that trigger rapid action while maintaining emotional control during resistance and conflict.
- Optimize internal communication to align teams with the organization's vision, mission, and values through coordination skills.

Course Outlines

Day 1: Organizing and Delivering Thoughts and Messages

- Understanding your leadership role and its connection to effective communication.
- Organizing ideas using mind mapping for clarity and focus.
- The difference between presenting and public speaking: Developing the skills to speak effectively.
- Why communication is essential for every leader and their role.
- Key essentials of public speaking and communicating tasks effectively.
- Addressing performance issues through transparent and constructive leadership communication skills.



Day 2: Earning Credibility as a Leader

- Identifying the characteristics that make a credible leader.
- Establishing your credibility as a leader using leadership communication skills training.
- Exploring the five main sources of power for any leader and how to leverage them.
- Maximizing leadership effectiveness through emotional intelligence and understanding its impact on communication.
- Building a positive professional image and adapting your communication style based on team members and situations.
- Motivating through effective communication and creating an engaging work environment.

Day 3: Winning the Hearts and Minds of People

- Understanding your employees' expectations and needs for effective coordination and leadership.
- Techniques for "selling" your ideas to an audience and adjusting communication styles to resonate with your team.
- Creating persuasive messages that evoke the right emotions and frame messages from negative to positive.
- Managing difficult or unpopular news and leading through crisis situations with transparency and clarity.
- Understanding the definition of coordination and implementing it in leadership communication for better teamwork and results.

Day 4: Building Consensus, Commitment, and Cooperation

- Principles of ethical leadership and handling ethical dilemmas with strong communication and coordination.
- Techniques for building consensus and securing commitment to change initiatives.
- Exploring the stages of effective change management and fostering cooperation between departments.
- How to create inter-departmental cooperation and communication, ensuring the smooth flow of information and decision-making.

Day 5: Leading Organizational Communication

- Managing and controlling rumors within the organization to ensure clear communication.
- Handling office politics and using coordination leadership to keep things on track.
- The four types of grapevine communication and how to manage them for better organizational flow.
- Leading cultural change in an organization through transparent and inclusive leadership communication.
- Choosing the right channel for your message and communicating the organization's vision, mission, and values effectively.



Why Attend this Course: Wins & Losses!

Attending this course provides you with an in-depth understanding of leadership communication skills and coordination, both of which are critical to becoming an influential leader. Here's why you should attend:

- Learn effective communication strategies to influence your peers, subordinates, customers, and other stakeholders.
- Discover how to communicate confidently and assertively in any environment, from one-on-one meetings to high-stakes presentations.
- Gain a solid grasp of coordination principles and how to use them to achieve organizational success.
- Develop essential leadership communication skills that help you handle conflict, motivate teams, and navigate challenges.
- Refine your ability to lead during crises and manage change with strong communication and coordination.
- Apply inclusive leadership strategies that foster engagement, collaboration, and a positive organizational culture.

Conclusion

By the end of this course, you will be equipped with powerful leadership communication skills and coordination techniques that will help you inspire your team, drive organizational change, and achieve your goals. Whether you are looking to influence others, improve your communication style, or strengthen your leadership capabilities, this course will provide you with the tools and insights to succeed.

Join us and transform your ability to lead, communicate, and coordinate effectively in any professional setting.

