BLACKBIRD FOR TRAINING

Social Awareness & Community Development

8 – 12 March 2027
Lyon (France)

UK Traininig
PARTNER



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Introduction

Do you often find yourself in situations where you've said or done something inappropriate, leading to awkward moments? These scenarios often stem from a lack of proper social awareness. Whether in professional or personal settings, success and well-being rely heavily on managing relationships and communicating effectively with others.

This course on social awareness training equips participants with the tools to understand what social awareness means, why it is important, and how it impacts the development of the community. Through interactive sessions and practical exercises, participants will learn how to communicate effectively, influence others, and develop a socially aware mindset to drive positive social change.

Course Objectives

- Understand the meaning of social awareness and its key elements.
- Learn about public awareness and the factors that influence it.
- Develop skills to set and achieve social awareness objectives.
- Master essential social communication skills for diverse situations.
- Enhance presentation skills and overcome anxiety during public speaking.
- Understand and address the different types of audiences effectively.
- Acquire persuasion and influence skills to drive social change.
- Learn strategies to manage public questions and interactions confidently.

Course Outlines

Day 1: Public Awareness

- Leadership’s role in social awareness.
- Understanding social dimensions and conditions of public awareness.
- Leveraging media as a tool for creating social awareness benefits.
- Analyzing public opinion trends.
- Practical exercise: Media selection factors.



Day 2: Communication and Social Processes

- Methods of social communication.
- Addressing social issues through effective communication.
- Behavior modification and guidance through communication.
- Building strong public relations.
- Practical training: Role-playing for effective social awareness training.

Day 3: Persuasion and Social Awareness

- The concept and importance of persuasion in community development.
- The role of body language in persuasion.
- Applying communication strategies like the Fishbane model.
- Exploring the impact of persuasion on behavioral and social change.
- Case studies: Becoming effective and persuasive communicators.

Day 4: Presentation Skills for Social Awareness

- Creating impactful presentations.
- Principles of effective public speaking.
- Building and structuring presentations to engage audiences.
- Practical training: Preparing a presentation or mass interview in 10 minutes.

Day 5: Skills for Dealing with the Public

- Overcoming fear, nervousness, and building confidence.
- Addressing diverse audience behaviors effectively.
- Engaging in meaningful Q&A sessions.
- Practical training: Evaluating and adapting to various audience patterns.

Why Attend This Course: Wins & Losses!

- Gain a thorough understanding of what social awareness means and its importance in fostering community development.
- Master social communication skills to address different audiences confidently.
- Learn how to increase social awareness through persuasion and public speaking.
- Build a solid foundation in creating social awareness objectives aligned with impactful presentations.
- Enhance personal and professional growth by becoming a socially aware leader.

Conclusion

Social awareness is the cornerstone of effective communication and meaningful relationships, both personally and professionally. By understanding how to become more socially aware and leveraging skills like persuasion, presentation, and public speaking, you can contribute to the development of the community and drive positive change.



Don’t miss this opportunity to elevate your social awareness skills. Enroll now and take the first step toward becoming a socially conscious and impactful leader!

