

CERTIFICATE IN LEADERSHIP COMMUNICATION

Personal leadership through communication.

Being a champion in the field of communication is an absolute must for today's and tomorrow's leaders. This programme is intended for those of you who have a managerial position where interaction with other people is part of a normal working day, for example as a department head or project/process manager in a transition phase or a development effort.

Understanding yourself is the basis that all your communication efforts rest on. Hence we start the course with an individual personality analysis. After having done that we continue with inspiring exercises that further add nuances to how you perceive yourself.

Communication revolves almost exclusively around practical and existential psychology, from which we learn how to read people and make contact with other people on their own terms and be able to use language that opens paths instead of blocking them. To illustrate this we use NLP (Neuro Linguistic Programming) and other methods.

An organisation, a project or a network is made up of people. Consequently, all the changes and development that occur in organisations are about transforming yourself and other people, altering your own and other people's thought patterns, and ultimately everybody's behaviour. Managing a changing organisation makes heavy demands on your communicative ability and your credibility. You need to be able to both communicate and live your own personal brand, as well as mastering the skills of reading other people, communicating with them and understanding what motivates them.

You get to experience the difference between the general knowledge of rhetoric and rhetoric based on your personal brand, and practise adapting your communication style according to the situation and audience. This will increase your ability to gain trust, avoid misunderstandings and establish ways forward in connection with owners, top managers, co-workers, customers, partners, and suppliers.

The program's teachers have vast experience of international business within the areas of leadership, communication, marketing, sales, and negotiations, and have at the same time worked on their personal development.

COURSE CONTENTS

- ▶ An understanding of yourself, as the basis of all communication
- ▶ Rhetoric based on your personal brand
- ▶ Learning how to communicate with different types of personalities
- ▶ The art of bridging cultural differences
- ▶ Reading your co-workers 'between the lines'
- ▶ Getting your co-workers to take initiatives and personal responsibility instead of being passive or frustrated
- ▶ Communication as a driving force in the change process

SCOPE

The course comprises 6 days (2 x 3 days), with teaching 09.00-17.00. Day 1 of each module begins at 10.00.

FEES

FÖRETAGS
EKONOMISKA

INSTITUTET

'888'

fei.se

COURSE DATES
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