

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Leadership and Communication

Code	City	hotel	Start	End	price	Language - Hours
LC-696SA	Abha	Hotel Meeting Room	2027-02-07	2027-02-11	9950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Apply breakthrough leadership and communication techniques to drive business value and become more powerful leaders.
- Implement best practices for influencing peers, managers, subordinates, customers and other stakeholders.
- Effectively handle challenges such delivering unpopular news and increasing team motivation
- Communicate confidently in any environment, from spontaneous “elevator pitches” to high stakes reports and proposals.
- Deliver powerful messages that win hearts and minds and lead rapidly to action.

Who should attend

Leaders interested in developing superior leadership and communication skills to achieve greater success at all levels of their organization.

Program Outline

Preparing and Organizing Thoughts and Messages

- Organizing Ideas through Mind Mapping
- Knowing Your Message’s Desired Outcomes
- Tailoring a Message for Your Intended Audience

- Picking the Right Channels for Communicating Your Message

Earning Credibility as a Leader

- Identifying the Characteristics of a Credible Leader
- Demonstrating Caring, Character and Competence in Challenging Situations
- Establishing Your Credibility Firmly
- Persuading, Negotiating and Influencing Skills

Winning Hearts and Minds of People

- Creating a Logical Train of Thought to Persuade
- Creating a Persuasive Message that Evokes the Right Emotions
- Reframing a Message from Negative to Positive and from Subjective to Objective
- Adjusting Your Message to Accommodate the Audience’s Needs, Wants and Style

Building Consensus, Commitment and Cooperation

- Crafting Messages to Drive or Champion Change
- Identifying Techniques for Building Consensus
- Describing How to Secure Commitment and Cooperation through Change Initiatives

Getting Results in the Face of Resistance

- Managing and Handling Resistance
- Effective Conflict Resolution Styles for Handling Resistance
- The Importance of Emotional Control when Facing Resistance

Trends and Strategies for the Effective Leader and Communicator

- From Social Media to Relationship Management
- Optimizing Social Networks such as Twitter, LinkedIn and Facebook for Higher Visibility

- Effective Communication and Networking on the Web

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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