

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: The Leadership Journey: Communication, Innovation & Vision

Code	City	hotel	Start	End	price	Language - Hours
LC-276SA	Dammam	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

The Course

True leadership is an art form, and like all art forms, to become a master, takes a great amount of dedication and skill.

Many people believe that if you have the job title of Manager, Team leader, Supervisor, Director this means you are a leader. However leadership is not a title you can be given, it is a position you must claim as your own. This course has been specifically designed for people who would like to take their leadership to the next level and become a true leader.

The Leadership Journey: Communication, Innovation and Vision will give you the tools you need to lead people, whether it is a team, department or the whole organization. This course will give you a step by step guide to leading people, and introduce you to techniques and methodologies that have been used by the great leaders throughout history.

This is far more than a leadership course; this will allow you to discover the hidden art of Leadership, Communication and Vision.

The Goals

- Understand the real meaning of leadership
- Become a master of communication and influence
- Create and harness the power of vision and visualization
- Motivate and inspire people

- Learn how to have a magnetic personality
- Create momentum and urgency within yourself and others

The Process

The course is delivered in a fun and inspiring style, by a speaker passionate about the art of leadership. Various methods will be used to keep participants engaged; the use of video, and case studies from historical leaders, modern examples, group work, and one to one practice. This course will be an exciting journey of discovery you will enjoy.

The Benefits

- You will be a much stronger leader
- You will be a master of communication
- You will clarify your business and personal vision
- You will increase your level of influence on others
- You will learn the secrets of the past masters
- You will gain the tools to build a magnetic personality

The Programme Content

Day One

Leadership

- What is true leadership, lessons from the past masters
- Modern leadership and its impact on business
- Human behaviour, predictable outcomes
- The new business reality and its impact on us all
- Force field analysis and the comfort zone
- Employee mentality versus entrepreneurial spirit

- The equalizer effect
- Leaders versus managers

Day Two

Vision

- The strangest secret
- How to create a vision
- How to harness the power of vision through visualisation
- Psycho cybernetics and its connection with vision
- Goal setting the key to making vision a reality
- The mastermind group
- Positive mental attitude, gaining power from a strong vision
- Linking vision to mission and values
- Vision timeline, mathematical coaching model

Day Three

Communication

- Discover your communication style
- Identify other peoples communication style
- Learn how to motivate and influence each of the style
- Body language
- The 5 levels of listening
- Advanced questioning techniques
- Selling your ideas and vision
- How to get buy in from others
- Selling your ideas through excellence in communication

Day Four

Innovation

- How to create a culture of innovation
- How to engage your people to generate new ideas
- Left brain, right brain and innovation
- Creative thinking and problem solving
- Suggestion boxes, and reward criteria
- Quantity versus quality on innovation projects
- Sticky note innovation
- Absolute versus desirable criteria
- Using multi disciplined employees to gain width and depth
- Using innovation to reduce costs

Day Five

Influencing skills

- The relationship bank account
- The 10 guaranteed deposits
- Confidence is king
- The give to get ratio
- The fire within, Enthusiasm
- Time to get passionate
- The BE. DO .GET model
- The pipeline principle

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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