

# STRATEGIC COMMUNICATION FOR LEADERSHIP SUCCESS

Course Code: 100960

Master the communication skills you will need to lead, inspire, and influence.

Strategic Communication for Leadership Success will equip you with the tools and techniques to communicate with clarity, confidence, and influence across a variety of workplace situations. This course explores how to craft messages that resonate, adapt communication styles to diverse audiences, and build trust through authentic dialogue. Participants will learn how to navigate challenging conversations, inspire teams, and align stakeholders around organizational goals. By the end of the program, you will be prepared to transform everyday interactions into opportunities to motivate, engage, and drive meaningful results.

## What You'll Learn

By the end of this course, participants will be able to:

- Recognize the role of strategic communication in effective leadership.
- Craft clear, concise, and compelling messages tailored to different audiences.
- Adapt communication styles to build trust and foster stronger workplace relationships.
- Apply active listening techniques to enhance understanding and collaboration.
- Navigate difficult conversations and resolve conflicts with professionalism and confidence.
- Use storytelling and persuasive communication to inspire and influence others.
- Align communication strategies with organizational goals to drive engagement and results.
- Strengthen executive presence through confident delivery and impactful messaging.

## Who Needs to Attend

All professionals who wish to further develop their communication skills.

## Prerequisites

Any basic communication course or training.

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VIRTUAL CLASSROOM LIVE

\$1,790 CAD

2 Day

Virtual Classroom Live Outline

## **Module One** **Effective Communication Strategies**

### **TOPIC A**

- Apply Core Communication
- Helpful Workplace Language
- Active Listening Skills
- Elements to Paraphrase

### **TOPIC B**

- Dealing with Communication Overload
- Filtering Through the Noise

### **TOPIC C**

- Communicating Ethically
- Define and align your values
- Open Communication
- Beware of bias
- Lead by example
- Don't be afraid to admit mistakes

### **TOPIC D**

- Communicating with Influence
- Your Ability to Influence

### **TOPIC E**

- Observing and Controlling Nonverbal Communication
- Nonverbal Com
- Body Language
- Position
- Proximity
- Posture

- Eye Contact
- Gestures
- Guidelines for Observing Nonverbal Communication

## **Module 2**

### **The Secret Ingredient to Relationship Building**

#### **TOPIC A**

- Create a Connection with your Team
- Communication Barriers
- Guidelines for Creating Connections

#### **TOPIC B**

- Adapting to Different Communication Styles
- Primary Communication Styles
- Collaborator
- Contributor
- Inquisitor
- Director

### **Your Listening Style**

#### **TOPIC C**

- Cross-Cultural Communication
- Five Causes of Cultural Barriers
- Overcome Cross-Cultural Barriers
- Embrace Diversity and Accommodate Cultural Differences
- Promote Open Communication
- Lead Open Discussions About Team Norms and Shared Company Culture
- Rally The Team Around a Shared Vision Or Common Cause

## **Module Three**

### **Communicating During Conflict and Change**

#### **TOPIC A**

- Communicating Through Conflict
- Organizational Stress
- Stress Management
- Anger Management
- "I" Statements
- Mediation

### **Guidelines for Communicating Through Conflict**

#### **TOPIC B**

- Communicating Through Change
- Critical Steps for Leading a Team Through Change
- Create a Compelling Case for Change
- Prioritize transparent and consistent communication
- Commit to Consistent Listening and Responding to Employee Needs

- Recognize and celebrate successes, large and small
- Guidelines for Communicating Through Change

## **Module Four**

- Navigating Difficult Conversations
- Overcoming the Challenge of Difficult Conversations
- Five Steps in Discussing Recurring Problems
- Step : Raise the Issue
- The Importance of Follow-Up
- Discussion Is the Difference

## **Personal Action Plan**

- When Not to Give Critical Feedback
- For Giving Feedback To Ensure Understanding
- Guidelines for Giving Constructive Feedback
- Case Study

Feb 10 - 11, 2026 | 10:00 AM - 3:00 PM EST

Apr 9 - 10, 2026 | 10:00 AM - 3:00 PM EDT

Jun 8 - 9, 2026 | 10:00 AM - 3:00 PM EDT



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PRIVATE GROUP TRAINING

1 Day

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