Haward Technology Middle East

COURSE OVERVIEW SS0471
Communicating Strategically
(E-Learning Module)

Course Title
Communicating Strategically
(E-Learning Module)

Course Reference
SS0471

Course Format & Compatibility
SCORM 1.2. Compatible with IE11, MS-Edge, Google Chrome, Windows, Linux, Unix, Android, IOS, iPadOS, macOS, iPhone, iPad & HarmonyOS (Huawei)

Course Duration
30 online contact hours
(3.0 CEUs/30 PDHs

Course Description

Communication is at the heart of any management transaction; it is so vital that it can destroy a huge investment in time, money and effort. It forms part of our thinking, human interaction, objective-setting, and strategy development, to mention only a few examples. As such, the course attempts to analyze and illustrate the essence of the communication process components and characteristics in all formats, shapes, methodologies, applications and theories.

This E-Learning course is designed to provide participants with a detailed and up-to-date overview of strategic communication. It covers the personality and the benefits of whole brain thinking; the various communications model and the elements in the communication process; the principles of business communication and communicate with confidence; the strengths, weaknesses, opportunities and threats (swot) analysis; the evidence-based communication strategy; measuring and proving the value of communication; managing a communication strategy; and the types of communication strategies in business today and how they are used by business leaders.

During this interactive course, participants will learn the communications management plan, stakeholder management – framework and communicating strategic direction (strategic plan); the steps when communicating strategy, calling an all company meeting and providing conceptual tools; comparing and contrast, connecting employees to the plan and providing handouts of the plan; pointing out the differences, allowing them to ask questions and reinforcing communication strategy in regular intervals and in different ways; the components of a strategic communications plan including the audience, goals and objectives; developing key messages, tactical plan and measures of evaluation; resolving conflict; the conflict management style; managing conflicts; dealing effectively with challenging behaviors; and preventing challenging behaviours.

Course Objectives

After completing the course, the employee will:-

- Apply and gain an in-depth knowledge on strategic communication

- Understand the stakeholder concept and communication in strategic management

- Understand the stakeholder management: framework and philosophy

- Understand the setting and communicating strategic direction

- Be able to formulate strategies with stakeholders, implementing, communicating and monitoring stakeholder strategies

- Be able to resolve conflict and understand the role of the executive in strategic communication

- Discuss personality and the benefits of whole brain thinking

- Define communication as well as identify the various communications model and the elements in the communication process

- Explain the principles of business communication and communicate with confidence

- Carryout strengths, weaknesses, opportunities and threats (swot) analysis

- Apply evidence-based communication strategy as well as measure and prove the value of communication

- Measure the impact, manage a communication strategy and identify the types of communication strategies in business today and how they are used by business leaders

- Implement communications management plan, stakeholder management – framework and communicating strategic direction (strategic plan)

- Apply the steps when communicating strategy, call an all company meeting and provide conceptual tools

- Perform compare and contrast, connect employees to the plan, describe the plan and provide handouts of the plan

- Point out the differences, allow them to ask questions and reinforce communication strategy in regular intervals and in different ways

- Identify the components of a strategic communications plan including the audience, goals and objectives

- Develop key messages, tactical plan and measures of evaluation

- Resolve conflict, identify conflict management style, manage conflicts, deal effectively with challenging behaviors and prevent challenging behaviours

Who Should Attend

This course provides an overview of all significant aspects and considerations of strategic communication for those who need to deliver clear messages, staff whose job demands frequent communication with groups and those who want to strengthen their communication skill and enhance their ability to interact with others.

Training Methodology

This Trainee-centered course includes the following training methodologies:-

- Talking presentation Slides (ppt with audio)
- Simulation & Animation
- Exercises
- Videos
- Case Studies
- Gamification (learning through games)
- Quizzes, Pre-test & Post-test

Every section/module of the course ends up with a Quiz which must be passed by the trainee in order to move to the next section/module. A Post-test at the end of the course must be passed in order to get the online accredited certificate.

Course Fee

As per proposal

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

- **USA International Association for Continuing Education and Training (IACET)**

Haward Technology is an Authorized Training Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 1-2013 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 1-2013 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

- **British Accreditation Council (BAC)**

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Contents

- Personality

- What is Personality?

- What Determines Personality?

- Whole Brain Thinking and Personality

- Benefits of Whole Brain Thinking

- What is Communication

- Definition of Communication

- Communications Model

- Elements in the Communication Process

- Principles of Business Communication

- Think First

- Communicate with Confidence

- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

- What is Communication Strategy

- Evidence-Based Communication Strategy

- How to Measure & Prove the Value of Communication

- Measure the Impact

- Managing a Communication Strategy

- What is a Communication Strategy?

- Types of Communication Strategies in Business Today and How They are Used by Business Leaders

- Communications Management Plan

- Stakeholder Management – Framework

- Communicating Strategic Direction (Strategic Plan)

- Steps When Communicating Strategy

- Call an All Company Meeting

- Who's Coming to the Party

- Provide Conceptual Tools

- Tell and Retell the History

- Reveal the Competition

- Compare and Contrast

- Connect Employees to the Plan

- Describe the Plan

- Provide Handouts of the Plan

- Point Out the Differences

- Ask Them What They Believe will be Different and the Same

- Allow Them to Ask You Questions

- Reinforce Communication Strategy in Regular Intervals and in Different Ways

- Components of a Strategic Communications Plan

- Identify the Audience: To Whom Do We Need to Communicate?

- Determine Goals and Objectives: Why Communicate? What Do We Want to Achieve?

- Develop Key Messages: What Do We Need to Communicate?

- Develop Tactical Plan: How Will We Communicate, To Whom and When?

- Identify Measures of Evaluation: How Will We Know if We are Successful?

- Resolving Conflict

- Conflict Management Style

- Thomas Kilmann Instrument (TKI)

- Thomas Kilmann Model

- Managing Conflicts

- Deal Effectively with Challenging Behaviors

- Preventing Challenging Behaviours

- Communication is the Key

- When Challenging Behaviour Happens