

# Mastering the Art of Strategic Communication

## *Engaging with internal and external stakeholders*



Focus on: **The Manager** ☒ **The Specialist** ☐ **Spotlight Programme** ☒ **Hands-on Skills** ☐



### Course Overview

Master the art of strategic communication in this powerful five-day training course.

Learn how to communicate effectively with everyone vital to your business success - from internal teams and board members to clients, suppliers, and competitors.

For sub-Saharan African professionals, strategic communication supports regional collaboration, investment attraction, and public trust.

This course gives you practical tools to build lasting relationships with stakeholders, influence key decisions, and protect your organization's reputation.

Delegates will explore how these skills can strengthen cross-border partnerships, support regional trade agreements, and enhance Africa's voice in global forums.

You'll learn proven techniques for engaging with international clients, managing supplier relationships, and standing out in competitive markets.

Participants will leave equipped to use communication strategies that directly contribute to Africa's economic growth and sustainable development goals.

The course shows you how to adapt your communication style for different audiences, whether you're presenting to potential clients, managing supplier partnerships, or building stakeholder trust.

These skills will help you secure better business outcomes and strengthen relationships across your entire business network.

Course Objectives		This Course is Ideal For:	
1	Master strategic message crafting and delivery	✓	Senior leaders and executives
2	Develop advanced stakeholder management skills	✓	Communication professionals
3	Learn to navigate crisis and sensitive communications	✓	Team leaders and managers

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4	Master digital and traditional communication channels	✓	Anyone seeking to enhance their communication impact
5	Build executive presence and personal impact	✓	

## Course Content

Day	Theme	Coverage
1	Strategic Communication Foundations	<ul style="list-style-type: none"> <li>Communication strategy development</li> <li>Understanding audience psychology</li> <li>Message architecture principles</li> <li>Communication style assessment</li> <li>Building executive presence</li> </ul>
2	Advanced Stakeholder Management	<ul style="list-style-type: none"> <li>Stakeholder mapping and analysis</li> <li>Influence strategy development</li> <li>Building strategic relationships</li> <li>Managing competing interests</li> <li>Political intelligence</li> </ul>
3	Crisis and Complex communication planning	<ul style="list-style-type: none"> <li>Crisis communication planning</li> <li>Managing sensitive information</li> <li>Reputation management</li> <li>Media relations strategy</li> <li>Digital crisis management</li> </ul>
4	Multi-Channel communication mastery	<ul style="list-style-type: none"> <li>Digital communication mastery</li> <li>Social media strategy</li> <li>Virtual presentation skills</li> <li>Content strategy development</li> <li>Channel optimization</li> </ul>
5	Personal Impact & Executive presence development	<ul style="list-style-type: none"> <li>Executive presence development</li> <li>Advanced presentation techniques</li> <li>Storytelling for business</li> <li>Influence without authority</li> <li>Building communication culture</li> </ul>

## Course Assessment

## Certification

<b>Participants will be assessed on:</b>	Upon successful completion of the course, participants will receive a <b>Certificate of Successful Completion</b> , along with a <b>Transcript of Marks</b>
Participation in sessions	
Completion of exercises & case studies	

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Performance in assessments

showing the performance by grade in each element of assessment and overall.

### Course Instructor

This distinguished international expert is one of the world's most sought-after leadership development specialists, with over 25 years' global experience transforming organisational excellence across Fortune 500 companies, global energy corporations, and governmental institutions in over 22 countries. Their client portfolio spans national, multinational, and global organisations including Adidas, Toyota, Saudi Aramco, Royal Dutch Shell, and AstraZeneca.

A thought leader in leadership and behavioural dynamics, who has advised governments on three continents and developed leaders at all levels, bringing cutting-edge global leadership insights that have influenced CEOs, Directors, Government Ministers, and Chief Commanders. Their expertise spans multiple sectors including energy, banking, telecommunications, and manufacturing.

A master storyteller and engaging facilitator, they bring leadership to life through their highly interactive, real-world approach to learning, bringing leadership insights and practical wisdom from around the world that you can apply to your business for transformative results.