



COURSE OVERVIEW SS0686 **Advanced Communication for Leaders**

Course Title

Advanced Communication for Leaders

Course Date/Venue

September 07-11, 2025/Tamra Meeting Room,
Al Bandar Rotana Creek, Dubai, UAE

Course Reference

SS0686

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.



This course is designed to provide participants with a detailed and up-to-date knowledge on Communication as a Leader. It covers the importance of effective communication in leadership and the differences between regular communication and leadership communication; the four primary communication styles and the difference between hearing and listening; the body language and tone of voice and the components of emotional intelligence; the constructive versus destructive feedback; and the different communication channels including its advantages and disadvantages.



During this interactive course, participants will learn the proper etiquette and best practices in emails, messaging apps and video calls; using visual aids in communication and handling difficult conversations and conflicts; the conflict resolution techniques and responding with empathy and understanding; mentoring and coaching and techniques for self-assessment in communication; communicating change and leading teams effectively; staying updated with latest communication tools and techniques; and recognizing and communicating achievements and using failures as learning opportunities.

Course Objectives

Upon the successful completion of this course, you will be able to:-

- Apply and gain an in-depth knowledge on communication as a leader
- Discuss the importance of effective communication in leadership and the differences between regular communication and leadership communication
- Identify the four primary communication styles covering passive, aggressive, passive-aggressive and assertive
- Recognize the difference between hearing and listening and apply the techniques for active listening skills
- Assess body language and tone of voice as well as read and transmit non-verbal cues effectively
- Discuss the components of emotional intelligence including the relationship between EQ and effective leadership communication
- Differentiate constructive versus destructive feedback and apply the techniques for giving feedback in a leadership role
- Identify the different communication channels including its advantages and disadvantages comprising of verbal, written, digital and non-verbal channels
- Carryout proper etiquette and best practices in emails, messaging apps and video calls
- Prepare a compelling message, manage stage fright and engage the audience, set the agenda and achieve meeting objectives
- Utilize visual aids in communication, convey complex ideas and handle difficult conversations and conflicts
- Structure difficult conversations, recognize and respond to emotional reactions in others and apply conflict resolution techniques
- Manage resistance and pushback, apply crisis communication and build, maintain and repair trust
- Respond with empathy and understanding, build your personal brand and carryout communicative strategies for effective networking
- Employ proper mentoring and coaching, techniques for self-assessment in communication and actively seeking feedback to grow
- Communicate change effectively and lead teams through transitions with clarity and confidence
- Stay updated with latest communication tools and techniques, encourage a culture of continual learning within teams and align team and individual goals with organizational objectives
- Recognize and communicate achievements as well as use failures as learning opportunities

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend


This course provides an overview of all significant aspects and considerations of communication as a leader for all managers, superintendents, engineers, heads of departments, team leaders and unit supervisors who have to demonstrate, and /or coach others in, leadership & management skills.

Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). 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.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors 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 2018-1 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 2018-1 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 Accreditors 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.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager** wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 07th of September 2025

0730 - 0800	<i>Registration & Coffee</i>
0800 - 0815	<i>Welcome & Introduction</i>
0815 - 0830	PRE-TEST
0830 - 0900	Introduction to Leadership Communication <i>The Importance of Effective Communication in Leadership • Differences Between Regular Communication & Leadership Communication</i>
0900 - 0930	Understanding Communication Styles <i>Four Primary Communication Styles: Passive, Aggressive, Passive-Aggressive, And Assertive • Identifying Your Own Style & Its Implications</i>
0930 - 0945	<i>Break</i>
0945 - 1100	Active Listening Skills <i>The Difference Between Hearing & Listening • Techniques for Active Listening & Its Importance in Leadership</i>
1100 - 1230	The Power of Non-Verbal Communication <i>Understanding Body Language & Tone of Voice • Reading & Transmitting Non-Verbal Cues Effectively</i>
1230 - 1245	<i>Break</i>
1245 - 1330	The Role of Emotional Intelligence in Communication <i>Definition And Components of Emotional Intelligence • The Relationship Between EQ And Effective Leadership Communication</i>
1330 - 1420	Feedback: Giving & Receiving <i>Constructive Vs. Destructive Feedback • Techniques for Giving Feedback in a Leadership Role</i>
1420 - 1430	Recap
1430	<i>Lunch & End of Day One</i>



Day 2: Monday, 08th of September 2025

0730 - 0830	Understanding Different Communication Channels Verbal, Written, Digital, And Non-Verbal Channels • Advantages & Disadvantages of Each
0830 - 0930	Leveraging Digital Communication Emails, Messaging Apps, And Video Calls in Leadership • Etiquette & Best Practices
0930 - 0945	Break
0945 - 1100	The Art of Public Speaking Basics of Crafting a Compelling Message • Techniques to Manage Stage Fright & Engage the Audience
1100 - 1230	Effective Meeting Management Setting The Agenda & Achieving Meeting Objectives • Engaging Participants & Ensuring Participation
1230 - 1245	Break
1245 - 1330	Utilizing Visual Aids in Communication Slides, Charts, And Other Tools • Do's & Don'ts of Visual Communication
1330 - 1420	Storytelling In Leadership The Power of Narrative in Conveying Complex Ideas • Crafting A Compelling Leadership Story
1420 - 1430	Recap
1430	Lunch & End of Day Two

Day 3: Tuesday, 09th of September 2025

0730 - 0830	Recognizing The Need for Difficult Conversations Identifying Potential Conflicts & Issues • The Cost of Avoiding Tough Conversations
0830 - 0930	Structuring Difficult Conversations Setting The Stage & Creating a Safe Environment • The 'Desc' (Describe, Express, Specify, Consequences) Model for Effective Confrontation
0930 - 0945	Break
0945 - 1100	Navigating Emotional Responses Managing Your Own Emotions • Recognizing & Responding to Emotional Reactions in Others
1100 - 1230	Conflict Resolution Techniques Win-Win Negotiation Strategies • The Role of Mediation in Leadership
1230 - 1245	Break
1245 - 1330	Managing Resistance & Pushback Understanding The Sources of Resistance • Communicative Techniques to Overcome Resistance
1330 - 1420	Crisis Communication Essentials Of Communicating During Emergencies or Unexpected Events Maintaining Transparency & Trust
1420 - 1430	Recap
1430	Lunch & End of Day Two



Day 4: Wednesday, 10th of September 2025

0730 - 0830	The Role of Trust in Leadership Communication <i>Building, Maintaining, And Repairing Trust • Trust as the Foundation of Leadership</i>
0830 - 0930	Inclusive Leadership & Communication <i>Recognizing And Valuing Diversity • Communication Techniques for Inclusive Leadership</i>
0930 - 0945	Break
0945 - 1100	Empathetic Communication <i>Recognizing Emotions and Needs in Others • Responding with Empathy And Understanding</i>
1100 - 1230	Building Your Personal Brand <i>Defining and Communicating Your Leadership Identity • Aligning Your Brand with Organizational Goals</i>
1230 - 1245	Break
1245 - 1330	Networking & Relationship Building <i>The Importance of a Strong Network • Communicative Strategies for Effective Networking</i>
1330 - 1420	Mentoring & Coaching <i>The Role of Communication in Development Relationships • Feedback, Guidance, and Active Listening in Mentoring</i>
1420 - 1430	Recap
1430	Lunch & End of Day Two

Day 5: Thursday, 11th of September 2025

0730 - 0830	Self-Reflection & Feedback <i>Techniques for Self-Assessment in Communication • Actively Seeking Feedback to Grow</i>
0830 - 0930	Adapting to Change <i>Communicating Change Effectively • Leading Teams Through Transitions with Clarity and Confidence</i>
0930 - 0945	Break
0945 - 1100	Continual Learning & Skill Development <i>Staying Updated with Latest Communication Tools and Techniques • Encouraging a Culture of Continual Learning Within Teams</i>
1100 - 1230	Long-Term Vision & Goal Setting <i>Communicating The Big Picture • Aligning Team and Individual Goals with Organizational Objectives</i>
1230 - 1245	Break
1245 - 1315	Celebrating Success & Learning from Failures <i>Recognizing and Communicating Achievements • Using Failures as Learning Opportunities and Conveying Lessons</i>
1315 - 1345	Course Wrap-Up & Action Plans <i>Recap of Key Learnings from the Course • Crafting Individual Action Plans for Improvement in Leadership Communication</i>
1345 - 1400	Course Conclusion
1400 - 1415	POST TEST
1415 - 1430	Presentation of Course Certificates
1430	Lunch & End of Course

Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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