LEADERSHIP AND EXECUTIVE COMMUNICATION PROGRAMME

Trust
Relational Capital
Social Purpose
Stakeholder Value
Organisational Character
Ethical Leadership
Disruption and Culture Change
Effective communication by an organisation’s leaders has been proven to be a powerful driver of employee engagement, high organisational performance and stakeholder support.

Ineffectual leadership communication, by contrast, speeds underperformance and organisational decline.

**COMMUNICATION – A LEADER’S MOST VITAL COMPETENCE**

- Effective communication is an essential component of success. It is simply impossible to become a great leader without being a great communicator
  - *Forbes Magazine*

**PROGRAMME IS DESIGNED FOR**

- Boards, Trustees and CEOs
- Directors and C-Suite Executives
- GMs and Senior Management
- Leaders in Private, Non-Profit and Public Sectors

**WHAT TO EXPECT**

- Latest global insights on leadership communication, org. value and purpose, building high leadership trust
- Measurement tools and metrics for trust, Relational Capital Indexes
- Skilled facilitators combining global standards with local expertise

- PRSK IS INTRODUCING THIS UNIQUE LEADERSHIP AND EXECUTIVE COMMUNICATION PROGRAMME to help leaders add value and drive sustained organisational success through masterful personal and organisational communication leadership.
Great leaders must have two things; a vision of the world that does not yet exist and the ability to communicate that vision clearly.

- Simon Sinek, Author

**Modules**

- Communication Clear, Compelling Org. Vision
- Building High Leadership Trust
- Stakeholder Value and Relational Capital
- Ethical Leadership and Return on Integrity
- Communication for Culture and Organisational Change
- Shifting from Transactional to Relational Leadership

**BOARD COMMUNICATION MASTERCLASS**

- Why ‘Stakeholder Value’ Should Be on Every Board Agenda
- Organisational Purpose and Character
- Building Resilient Organisational Reputation
- Sustainability & Integrated Reporting: Telling Your Value Addition Story

**CEO LEADERSHIP COMMUNICATION MASTERCLASS**

- 5 Voices of a Leader: Finding & Leveraging Your Authentic Leadership Voice
- Communicating Persuasively in Person, In Print and on the Podium
- Communication Leadership in an Age of Disruption, Distraction and Distrust
- Communication Leadership In Times of Crisis

Communication is the most important skill a leader can possess

- Richard Branson, Investor
Annual Calendar of Executive Courses and Board / CEO Master Classes

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<th>Executive Courses</th>
<th>Board/CEO Masterclasses</th>
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- In House, Customised Training Programmes (dates mutually agreed)
- 1 on 1 Executive Coaching
- Keynote Talks

TRAINING AND ADVISORY

- Metrics for Board Reporting on Stakeholder Value
- Personal / Organisational Trust Assessment
- Organisational Trust / Ethics Index
- Relational Capital Score
- KES / $$ Amount for Stakeholder Value
- On the Job Implementation & Work Plans (e.g. Building High Trust)
- Measuring Organisational Character

"Character makes trust possible and trust is the foundation of leadership"
- John Maxwell