



**PUBLIC RELATIONS SOCIETY
OF KENYA**



LEADERSHIP AND EXECUTIVE COMMUNICATION PROGRAMME

Trust

Relational Capital

Social Purpose

Stakeholder Value

Organisational Character

Ethical Leadership

Disruption and Culture Change





COMMUNICATION – A LEADER’S MOST VITAL COMPETENCE

- 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.
- 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.



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

|| 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



Communication is the most important skill a leader can possess

- Richard Branson, Investor



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



DELIVERY OPTIONS

- Annual Calendar of Executive Courses and Board / CEO Master Classes

Executive Courses	Board/CEO Masterclasses
13 th February, 2020	19 th – 20 th February, 2020
12 th March, 2020	19 th – 20 th March, 2020
16 th April, 2020	23 rd – 24 th April, 2020
14 th May, 2020	21 st – 22 nd May, 2020
11 th June, 2020	25 th – 26 th June, 2020
16 th July, 2020	22 nd – 23 rd July, 2020
12 th August, 2020	27 th -28 th August, 2020
17 th September, 2020	29 th – 30 th September, 2020
15 th October, 2020	22 nd – 23 rd October, 2020

- 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



PUBLIC RELATIONS SOCIETY
OF KENYA

+254 020 262 6215 | +254 020 262 6217

admin@prsk.co.ke | prsk@prsk.co.ke

Public Relations Society of Kenya - PRSK | @prskkenya

www.prsk.co.ke