



PUBLIC RELATIONS SOCIETY
OF KENYA



LEADERSHIP AND EXECUTIVE COMMUNICATION PROGRAMME

KEY TOPICS

- Building High Trust
- Communicating Vision & Org. Purpose
- Relationship Capital
- 5 Leadership Communication Voices
- Measuring Stakeholder Value
- Ethical Leadership
- Disruption





GOAL

PRSK is introducing this purpose-built programme to build mastery in leadership and transformative communication in order to optimize team and organisational performance and drive sustained change.

AUTHENTIC, EFFECTIVE, 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 trust and organisational performance, and stakeholder support.
- Ineffectual leadership communication, by contrast, speeds underperformance, mistrust and organisational decline.



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
- Communication & Marketing Heads

WHAT TO EXPECT

- Latest global insights with local contextualization
- Case studies
- Personal and team assessments, measurement tools and metrics
- Skilled facilitators combining global standards with local expertise
- Positive impact on team and organisational performance
- Understanding how to deepen relational trust: internally or with stakeholders
- Unlock your organisation's true potential and accelerate its performance

|| *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



**5 Voices of a Leader:
Discovering & Leveraging Your
Authentic Leadership Voice**



**Ethical Leadership and
Return on Integrity**



**Communicating Clear,
Compelling Organisational Vision**



**Communication Leadership
in an Age of Disruption,
Distraction and Distrust**



**Trust: The High Cost of
Low Trust / How to Rebuild
Broken Trust**



**Communicating
Persuasively in Person, In
Print and on the Podium**



**Measuring and Managing
Your Organisation's
Stakeholder Value**



**Relational Leadership: How
Strong Relationships Drive
Strong Sustainable Results**

BOARD & SNR. EXECUTIVE MASTERCLASSES

1. Communicating Vision and Organisational Purpose
2. Building High Leadership and Organisational Trust
3. Leading Communication for Culture and Organisational Change
4. Transformative Leadership Communication for High Organisational Performance
5. Relational Capital: Building & Managing Your Company's Most Valuable Asset
6. Communication Leadership in an Age of Disruption, Distraction and Distrust



Communication is the most important skill a leader can possess
- *Richard Branson, Investor*





DELIVERY OPTIONS

- Annual PRSK Calendar of Executive Courses and Masterclasses
- In House, Customised and Modular Training (dates mutually agreed)
- Keynote Talks / Board Seminars / Personalised Snr. Executive Workshops
- 1 on 1 Executive Coaching



ASSESSMENTS & METRICS - FOR BOARD REPORTING & EFFECTIVE MANAGEMENT

- Personal / Organisational Trust Assessment / Leadership Voice
- Organisational Trust / Ethics Index
- Company Relational Capital Score
- Calculation of Stakeholder Value (in KShs or \$\$)
- On the Job Implementation Work Plans



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