

Leadership Excellence Programmes – 2024



Communicating with Influence: Engagement Strategies that Work

Organisations across all sectors and industries are yearning for leaders who can leverage communication to better meet business objectives, influence stakeholders and drive positive change. Communication is the most potent weapon leaders can unleash to impact stakeholder relations and organizational reputation.

The **Communicating for Influence** programme provides a comprehensive understanding of how to communicate effectively using a range of tools and practical insights. It delves into how to embed purpose in your organisation using impactful communication, storytelling and other techniques to overcome barriers and influence change.

Why you should attend

- Communicate persuasively and effectively with stakeholders to achieve meaningful change
- Inspire and motivate others to drive innovation and sustainability
- Collaborate effectively with peers and other professionals in your network
- Apply effective tools for communicating with internal and external stakeholders
- Build organizational reputation by leveraging modern communications platforms

Who Should Attend?

- Executive Directors
- Chief Communication Officers
- Directors of Communication
- Senior Communication Executives and Heads of Communications

Selected Programme Topics

- The need for impactful communication
- The role of communication in shaping an Organisation's reputation
- Attributes of an effective communicator
- Communicate effectively using listening and storytelling
- Collaborating to achieve greater stakeholder influence

Event Details

Date: 7th March, 2024

Time: 9.00 a.m. – 1.00 p.m.

Investment: KShs. 7,500 (inclusive of taxes)

To Register

Please contact;

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Deadline: 29th February, 2024

This programme will be delivered virtually via online platform, ZOOM.