MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

STRATEGIC LEADERSHIP & COMMUNICATIONS SKILLS

""Empowering Leaders to Inspire, Influence, and Drive Organizational Success""

Schedule

Date	Venue	Fees (Face-to-Face)
16 – 20 Nov 2026	Dubai – UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's dynamic and interconnected world, strategic leadership is defined not only by vision but also by the ability to communicate with clarity, influence diverse stakeholders, and drive change across complex environments. Great leaders inspire action through words, presence, and purpose.

This intensive 5-day course equips current and future leaders with advanced communication strategies and leadership skills essential for high performance. Participants will learn how to lead with credibility, navigate conflict, align teams, and communicate effectively across cultures and organizational levels.

Objectives

By the end of this course, participants will be able to:

- Define and practice the core competencies of strategic leadership
- Apply advanced communication techniques to build trust and alignment
- Navigate challenging conversations and manage conflict with confidence
- Influence stakeholders through storytelling, vision-casting, and active listening
- Lead organizational change through clear messaging and engagement

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Why Attend

- Strengthen your executive presence and leadership credibility
- Communicate clearly across diverse teams, functions, and cultures
- Develop strategies to inspire and influence others toward shared goals
- Improve team cohesion, engagement, and productivity
- Navigate organizational complexity with strategic messaging

Target Audience

This program is designed for:

- Executives, Department Heads, and Managers
- Team Leaders and Project Coordinators
- HR and Organizational Development Professionals
- Public Sector and NGO Leaders
- High-potential professionals preparing for senior leadership roles

Individual Benefits

Key competencies that will be developed include:

- Strategic communication and stakeholder influence
- Decision-making under pressure and adaptive leadership
- Cross-cultural communication and team engagement
- Executive presence, negotiation, and emotional intelligence
- Feedback delivery and conflict resolution

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger leadership at all levels of the organization
- Improved internal communication and decision-making alignment
- Better handling of change, crisis, and high-stakes discussions
- Improved morale, engagement, and employee retention
- Enhanced external representation and public-facing communication

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Leadership models, communication frameworks, and change theory
- Case Studies – Successes and failures in executive communication and influence
- Workshops – Live simulations, messaging strategies, and leadership role-plays
- Peer Exchange – Feedback and insight sharing on leadership experiences
- Tools – Communication planning templates, influence maps, and feedback frameworks

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Strategic Leadership

- Module 1: Leadership Styles and Strategic Thinking (07:30 – 09:30) • Leadership models, self-awareness, and vision-driven leadership
- Module 2: Leading with Purpose and Integrity (09:45 – 11:15) • Values-based leadership and building organizational trust
- Module 3: Workshop – Leadership Self-Assessment and Goal Setting (11:30 – 01:00) • Personal leadership profile and development goals
- Module 4: Communicating a Compelling Vision (02:00 – 03:30) • Vision casting, rallying support, and engaging teams

Day 2: Influential Communication and Stakeholder Management

- Module 5: Communication Styles and Their Impact (07:30 – 09:30) • Assessing and adapting your communication for different audiences
- Module 6: Stakeholder Mapping and Influence Strategies (09:45 – 11:15) • Identifying decision-makers, resistors, and allies
- Module 7: Workshop – Influence Map Development (11:30 – 01:00) • Building strategic influence plans for real scenarios
- Module 8: Storytelling for Leaders (02:00 – 03:30) • Using narrative to build engagement and drive action

Day 3: Handling Difficult Conversations and Building Alignment

- Module 9: Giving and Receiving Feedback (07:30 – 09:30) • Courageous conversations, feedforward techniques, and framing
- Module 10: Conflict Resolution and Crisis Communication (09:45 – 11:15) • De-escalation strategies, listening skills, and structured dialogue
- Module 11: Workshop – Difficult Conversation Role-Plays (11:30 – 01:00) • Practice-based simulations with group coaching
- Module 12: Cross-Functional Communication (02:00 – 03:30) • Collaborating across silos and leading through influence

Day 4: Leading Change and Inspiring Performance

- Module 13: Communication in Change Management (07:30 – 09:30) • Leading through uncertainty, communicating vision and urgency
- Module 14: Motivation, Recognition, and Engagement (09:45 – 11:15) • Tapping into intrinsic motivation and performance psychology
- Module 15: Workshop – Change Communication Planning (11:30 – 01:00) • Developing messaging for a transformation scenario
- Module 16: Building a Culture of Accountability (02:00 – 03:30) • Aligning behavior, values, and expectations through dialogue

Day 5: Executive Presence and Integration

- Module 17: The Power of Presence – Body Language and Messaging (07:30 – 09:30) • Tone, posture, appearance, and non-verbal credibility
- Module 18: Leading in Virtual and Hybrid Environments (09:45 – 11:15) • Adapting presence and communication across digital platforms
- Module 19: Final Presentations – Leadership Communication Challenge (11:30 – 01:00) • Participants present a leadership message and receive peer/coach feedback
- Module 20: Personal Leadership Action Plan and Closing (02:00 – 03:30) • Commitment planning and integration strategies

Certification

Participants will receive a Certificate of Completion in Strategic Leadership & Communication Skills, validating their capability to lead with vision, communicate with impact, and drive organizational results through influence and clarity.

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Why Choose MAWA Events

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