

COMMUNICATION FOR LEADERS IN THE DIGITAL AGE



GENTEX[®]
TRAINING CENTER



Introduction

Communication for Leaders in the Digital Age examines how leaders convey vision, build trust, and influence people across email, chat, video, and social platforms. Digital channels move faster and reach wider, yet they strip away tone, context, and presence. This Communication for Leaders in the Digital Age Training Course helps participants master both the medium and the message. Leaders learn to write clearly for digital readers, run effective virtual meetings, give feedback through screens, manage online reputation, and communicate change during uncertainty. Furthermore, the course addresses remote team culture, asynchronous messaging discipline, and digital etiquette across cultures. As a result, participants leave with practical habits that strengthen clarity, credibility, and connection in digital workplaces.

Communication for Leaders in the Digital Age Course Objectives

- Apply digital-era communication principles to leadership messages across channels.
- Adapt tone, structure, and length for email, chat, video, and social platforms.
- Design clear leadership messages using the pyramid principle and BLUF (Bottom Line Up Front).
- Run effective virtual meetings using structured agendas and engagement techniques.
- Give and receive feedback through digital channels using the SBI model.
- Deliver presentations on camera with strong presence, pacing, and visual support.
- Build remote and hybrid team culture through deliberate communication rituals.
- Communicate organizational change using the ADKAR model and Kotter's steps.
- Manage digital reputation and respond to online criticism professionally.
- Apply digital etiquette and cross-cultural sensitivity in global communication.



Course Methodology

The course applies interactive, practice-based methods:

- Facilitated workshops and live communication drills.
- On-camera presentation practice with recorded review.
- Simulations of virtual meetings, chat threads, and written messages.
- Case studies of digital communication successes and failures.
- Self-assessment of communication and digital presence styles.
- Action planning that turns each technique into a workplace habit.

Who Should Take This Course

- Team leaders, supervisors, and managers.
- Mid-level and senior managers leading remote or hybrid teams.
- Project and change managers.
- Communications, PR, and internal communications professionals.
- Sales and client-facing managers.
- Professionals who present or influence on digital platforms.

Communication for Leaders in the Digital Age Course Outlines

Day 1: Foundations of Digital Leadership Communication

- Defining digital communication channels and their strengths and limits.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Mapping how tone and context shift across email, chat, and video.
- Applying the pyramid principle and BLUF for clear messages.
- Understanding audience, intent, and channel selection.
- Building digital credibility and consistency.
- Setting communication norms and response expectations.
- Assessing your own digital communication style.

Day 2: Writing for Digital Channels

- Writing concise emails that get action.
- Structuring chat messages for fast reading.
- Using headlines, bullets, and bold text effectively.
- Avoiding ambiguity and passive constructions in written work.
- Writing for cross-cultural and multilingual readers.
- Handling sensitive topics in writing.
- Editing practice on real leadership messages.

Day 3: Virtual Meetings and On-Camera Presence

- Planning virtual meetings with clear agendas and roles.
- Facilitating engagement in video calls.
- Using tools such as Microsoft Teams, Zoom, and Miro.
- Presenting on camera with pacing, eye contact, and vocal variety.
- Designing slides that support rather than replace the message.
- Managing difficult moments and silence online.
- Recording and reviewing presentation practice.





Day 4: Feedback, Influence, and Remote Team Culture

- Giving feedback through digital channels using the SBI model.
- Running one-to-one conversations in virtual settings.
- Building trust and psychological safety in remote teams.
- Using asynchronous update routines and stand-ups.
- Influencing stakeholders without authority online.
- Recognizing contribution and reinforcing culture remotely.
- Practicing feedback scenarios in live role-play.

Day 5: Change Communication, Reputation, and Etiquette

- Communicating change using ADKAR and Kotter's steps.
- Creating message houses and key-message discipline.
- Managing digital reputation across professional platforms.
- Responding to online criticism and misinformation.
- Applying digital etiquette and netiquette principles.
- Communicating across cultures, time zones, and languages.
- Finalizing a personal digital communication action plan.



Conclusion

By successfully completing Communication for Leaders in the Digital Age, participants will have acquired practical methods for leading through digital channels, from concise writing and on-camera presence to virtual meetings, feedback, and change messaging. They will have gained skills in clarity, online influence, remote culture building, and reputation management, plus a personal plan for continued improvement. Gentex Training Center designed this program to help leaders communicate with impact in digital workplaces.

FAQs

Q1 What is the "Communication for Leaders in the Digital Age" course about?

It teaches leaders to communicate clearly and influentially across email, chat, video, and social platforms. Participants learn message structure, virtual meeting facilitation, on-camera presence, digital feedback, and change communication.

Q2 What are the key benefits of the "Communication for Leaders in the Digital Age" course?

Participants gain clearer leadership messages, stronger virtual meeting results, better remote team trust, and more confident on-camera delivery. Leaders also reduce misunderstanding and rework in written channels and handle online criticism and change messaging with composure.



Q3 What skills will I gain from the "Communication for Leaders in the Digital Age" course?

You will develop four core skills: digital message writing and structuring, virtual meeting facilitation and on-camera presentation, digital feedback and remote influence, and change communication and online reputation management.

Q4 What tools, methods, or standards are covered in the "Communication for Leaders in the Digital Age" course?

The course covers the pyramid principle, BLUF, the SBI feedback model, the ADKAR change model, Kotter's eight steps, message houses, netiquette principles, and platforms such as Microsoft Teams, Zoom, and Miro.

Q5 How is the "Communication for Leaders in the Digital Age" course applied in real-world practice?

Participants apply the methods to live tasks, such as drafting leadership emails, running virtual meetings, presenting on camera, giving feedback in chat, and rolling out change messages. Each module ends with an action commitment, so learning moves directly into daily digital leadership work.