

PROFESSIONAL CERTIFICATE IN LEADERSHIP & COMMUNICATION



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TRAINING CENTER



Introduction

A leader's impact travels through communication. The Professional Certificate in Leadership & Communication Course combines both disciplines into one integrated programme. Participants build personal leadership presence, then learn how to present, persuade, listen, and handle difficult conversations with clarity. Furthermore, the course covers team communication, influence without authority, and communication during change and crisis. In addition, it links messaging to measurable stakeholder outcomes. As a result, delegates leave with a coherent leadership voice, a practical toolkit, and the confidence to communicate at executive level.

Professional Certificate in Leadership & Communication Course Objectives

- Apply situational leadership and Goleman's six leadership styles to team situations.
- Build executive presence, credibility, and a consistent leadership voice.
- Use the Minto Pyramid Principle to structure clear and persuasive messages.
- Apply the Golden Circle (Why, How, What) to communicate purpose and direction.
- Practise active listening, questioning, and paraphrasing techniques.
- Deliver feedback using the SBI and BOOST feedback models.
- Handle difficult conversations and conflict with structure and empathy.
- Apply Cialdini's six principles of persuasion to influence stakeholders.
- Map stakeholders using power-interest analysis and plan communication accordingly.
- Communicate change and crisis messages with clarity and consistency.

Course Methodology

- Interactive workshops led by leadership and communication practitioners.

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- Recorded presentation practice with structured feedback and coaching.
- Role-play of difficult conversations, negotiations, and crisis briefings.
- Group exercises using message structuring and stakeholder mapping tools.
- Case studies of leaders communicating change and turnaround.
- Peer coaching and structured observation checklists.
- Capstone project: presenting a leadership communication portfolio.

Who Should Take This Course

- Managers and team leaders seeking stronger presence.
- Executives and senior professionals presenting to boards.
- Internal communication and public relations professionals.
- HR and organisational development specialists.
- Project and change managers leading communication.
- High-potential professionals preparing for formal leadership certification.

Professional Certificate in Leadership & Communication Course Outlines

Day 1: Leadership Foundations and Personal Presence

- Leadership identity, values, and credibility.
- Situational leadership and Goleman's six leadership styles.
- Executive presence: body language, voice, and confidence.
- Emotional intelligence in leadership communication.
- Building trust through consistency and transparency.
- Self-assessment of communication strengths and gaps.



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- Exercise: leadership presence self-assessment.

Day 2: Structuring Messages that Persuade

- The Minto Pyramid Principle for structured messaging.
- The Golden Circle: communicating purpose before detail.
- Storytelling frameworks: Story Arc and Hero's Journey.
- Framing, evidence, and message discipline.
- Adapting messages to different audiences.
- Preparing executive briefings and board updates.
- Workshop: structuring a persuasive message.

Day 3: Listening, Feedback, and Difficult Conversations

- Active listening, questioning, and paraphrasing.
- Reading non-verbal signals and emotional cues.
- Giving developmental feedback with the SBI model.
- The BOOST framework for corrective conversations.
- Managing conflict and disagreement constructively.
- Delivering bad news with clarity and respect.
- Role-play: handling a difficult conversation.

Day 4: Influence, Stakeholders, and Team Communication

- Cialdini's six principles of persuasion in practice.
- Power-interest stakeholder mapping and communication planning.
- Influencing without positional authority.



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- Running effective team briefings and meetings.
- Cross-cultural communication considerations.
- Written communication: clarity, tone, and structure.
- Simulation: influencing a resistant stakeholder group.

Day 5: Change, Crisis, and Leadership Communication

- Communicating change using the ADKAR and Kotter frameworks.
- Managing resistance through dialogue.
- Crisis communication principles and holding statements.
- Media handling and public messaging basics.
- Building a communication rhythm across the organisation.
- Building a personal leadership communication plan.
- Capstone project: presenting a leadership communication portfolio.

Conclusion

By successfully completing Professional Certificate in Leadership & Communication, participants will have acquired practical knowledge of leadership presence, message structuring, listening, feedback, influence, and change communication. They will understand how to adapt messages to different audiences and how to handle difficult conversations with confidence. In addition, they will gain a personal communication plan and an applied portfolio. Gentex Training Center builds this programme around live practice, so delegates return ready to lead and communicate with measurable impact.

FAQs





Q1 What is the "Professional Certificate in Leadership & Communication" course about?

It combines leadership development with structured communication skills. Participants build presence, learn message frameworks, practise listening and feedback, and prepare change and crisis communication. The course links leadership messaging to stakeholder outcomes.

Q2 What are the key benefits of the "Professional Certificate in Leadership & Communication" course?

It strengthens leadership credibility and improves how clearly direction and decisions reach teams. Participants gain presentation, feedback, and influence skills plus confidence in difficult conversations. Organisations benefit from consistent messaging, better alignment, and stronger stakeholder trust.

Q3 What skills will I gain from the "Professional Certificate in Leadership & Communication" course?

Participants gain leadership presence and situational leadership, message structuring and persuasion, listening and difficult conversation handling, and stakeholder influence and change communication.



Q4 What tools, methods, or standards are covered in the "Professional Certificate in Leadership & Communication" course?

The course covers situational leadership, Goleman's six leadership styles, the Minto Pyramid Principle, the Golden Circle, the Story Arc and Hero's Journey, the SBI and BOOST feedback models, Cialdini's six principles of persuasion, power-interest stakeholder mapping, the ADKAR framework, Kotter's eight-step model, and crisis communication principles.

Q5 How is the "Professional Certificate in Leadership & Communication" course applied in real-world practice?

Leaders apply it by structuring board updates and team briefings with the Pyramid Principle, giving feedback through SBI, and handling difficult conversations calmly. They also map stakeholders before major announcements and deliver change and crisis messages consistently across the organisation.