ADVANCED COMMUNICATION AND PRESENTATION SKILLS

Organized by UBT University of Business and Technology and CEC Continuous Education Center in partnership with Leoron PDI

Time: 8:30 am to 4:30 pm
Location: University of Business & Technology
           Continuing Education Center
           King Road Tower
           2701, 27th Floor
           Malik Road, Jeddah
           Kingdom of Saudi Arabia

Program language: English
Expert consultant: Dr Anthony Greenfield

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Dr Anthony Greenfield has over 25 years’ experience as a trainer and management consultant helping blue chip organizations to transform performance. He received UK National Training Awards for his work with Sainsbury’s and Marks & Spencer in 2003 and 2007. He is a recognized expert in the field of leadership development and performance improvement. As a published author, regular speaker at major conferences and member of Associate Faculty of Leeds University Business School, Anthony is able to share his wide-ranging expertise in effective communication and presentation.

Anthony’s consulting career, which began at Accenture, has included learning programmes such as a global leadership development programme for Northern Trust, company-wide leadership development at Royal Mail, and creating a Training Academy for Marks and Spencer. He has trained executives and managers in the Middle East, Far East and Europe, as well as living and working in South Africa for 5 years. He has published two books: “The 5 Forces of Change” and “5 Tales of Change”.

Anthony has trained hundreds of executives, managers and supervisors in the areas of Leadership, Strategic Thinking, Communication, Advanced Presentation Skills, Change Management, Consulting Skills and Employee Engagement.

He is based in the UK, and has trained people across the world in sectors such as Oil and Gas, Utilities, Government, Financial Services, Pharmaceuticals, Manufacturing, Logistics, Construction and Retail.

Recent career highlights include Leadership Development for 8,000 frontline managers and union representatives at Royal Mail, extensive Management & Leadership Development in the Middle East and Far East, development of the Top 40 and Top 200 Executives and Senior Managers at Argos, and creating and running a global leadership development programme for high flier senior leaders at Northern Trust (bank) based in Chicago. Anthony was also part of the management team that grew Boxwood Group from inception to a mid-sized consulting business.

He is a Member of the Royal College of Science and Ambassador for the Chartered Management Institute. He gained a BSc and PhD from Imperial College, London.
LEORON Professional Development Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org

**COURSE OBJECTIVES**

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

» Explain different models of communication
» Build more effective business and managerial relationships
» Hold more effective and productive conversations at work
» Understand their own communication style and become a more versatile communicator
» Influence others more convincingly
» Engage and motivate teams more effectively
» Present information and ideas more compellingly
» Lead more productive meetings
» Engage an audience’s attention more powerfully
» Present themselves more authoritatively and authentically
» Project their ideas more effectively
» Stimulate an audience more effectively to take action.

**TRAINING METHODOLOGY**

The course is carefully designed to address different styles of learning and to engage participants fully. There is plenty of opportunity for group learning via activities and discussions, as well as short bursts of formal presentational input. Videos, case examples and role playing activities are used to practice new communication and presentation skills. Self-assessment is used to help delegates understand their communication styles and approaches, so they can better work on enhancing their strengths and addressing their weaknesses. Learning is interesting, varied, fast-paced, challenging and enjoyable. Delegates leave with a clear action plan turning learning into action on returning to work.

**COURSE OVERVIEW**

Our five-day Certified Product Manager Program combines the latest in Product Management, Problem Solving and Business Modelling to prepare you to create and build products your customers will love. It also provides an in-depth review of concepts to help you prepare to take the exam to earn the Association of International Product Marketing and Management (AIPMM) prestigious Certified Product Manager (CPM) credential. It is appropriate for those who want to understand product life cycle management methods and deliverables, including the key concepts and terminology used in the exam as well as strategy for answering the exam questions and a Q&A for anything else they want to review.

**COURSE OUTLINE**

**Day 1**

The Foundations of Effective Communication

Introduction
» Welcome
» What is Communication? Why we communicate?
» Taking our communication skills to a new level
» The Principles of Effective Communication

The Foundations of Successful Communication
» Multiple Intelligences
» The Communication Cycle
*One-to-One Communication*

Delivery Type: Group Live

Prerequisites: None

Level: Advanced Training

This Program is worth: 21 NASBA CPE credits
Improving our Conversations
» Mental Models and Filtering
» Active listening – in the shoes of...
» Building Rapport
» Effective questioning

Communicating to Senior People
» Adult–Adult conversions – equalizing status
» Pyramid of interests

Handling Difficult Conversations
» Fact-Based Feedback
» Influencing: framing and re-framing
» From conflict to collaboration

Written Communication
» Principles of effective writing
» Effective emails
» Effective reports

Day 2
Group Communication

Styles of Communication
» Understanding your communication style
» Becoming a more versatile communicator

Communicating in Different Cultures
» Impact of culture on communication
» Overcoming cultural barriers

Meeting Management
» Preparing for a meeting
» Managing the meeting process and outputs
» Making meetings more productive

Communicating in Groups
» Facilitating group discussions and problem solving
» Communicating direction

Day 3
Effective Presentations

Principles of Presentation
» The science of presentation
» The principles of effective presentations

Telling a Story
» Storyboarding
» Storytelling – attention, entertainment and motivation
» Structuring an argument to make your case

Style
» Avoiding ‘Death by PowerPoint’
» Innovative ways to communicate – games, dialogue mats, videos, Yammer, social media

Body, Voice and Emotions
» Body language, posture and voice
» Managing your emotions

Final Presentations
» Practice presentations
» Feedback
» Action plan for putting learning into action
December 11-13, 2016

JEDDAH, KSA