COURSE BROCHURE

Leadership Communication Skills

An applied course that enables leaders and managers to craft clear messages, listen and manage dialogue, and speak with presence to their teams and senior management in routine times, change and crisis.

Code	HT-MGT-114
Category	Management & Leadership
Duration	1 week
Level	Intermediate
City	Amsterdam

Introduction

A leader spends most of the day communicating, and many execution failures trace back to a vague message or a poorly handled conversation rather than to a weak plan.

Objectives

- Analyze the audience and choose the right style and channel for each message
- Structure leadership messages that open with the conclusion and support it with evidence
- Use storytelling to connect figures and decisions to what they mean for the team
- Handle difficult conversations and hostile questions calmly and respectfully
- Communicate clearly and transparently during change and crisis

Who should attend

- Managers and heads of department
- Executives and directors
- Project managers and team leaders
- Internal communication and HR officers who support leaders

Skills you will develop

- Message structuring and storytelling
- Listening and questioning
- Delivery and leadership presence
- Change and crisis communication

Learning Outcomes

- Write a one-page leadership message that leads with the conclusion and states the ask clearly
- Deliver a three-minute briefing to senior management and answer the likely questions
- Hold a difficult conversation with a direct report while preserving the relationship
- Prepare a message plan for a change initiative covering audience, channel and timing

Course Outline

Day 1: The Leader as Communicator

- Audience analysis: what they know, what they care about and what is asked of them
- Credibility, logic and emotion in persuasion

- Self-assessment of communication style and its effect on others

Day 2: Building the Leadership Message

- The pyramid principle: conclusion first, then arguments, then detail
- Framing three key messages for any situation
- Leadership storytelling: situation, challenge, decision, result

Day 3: Listening and Dialogue

- Levels of listening, open questions and probing questions
- Feedback and difficult conversations
- The regular one-to-one with a direct report and what to ask in it

Day 4: Presence and Delivery

- Voice, posture, body language and eye contact
- The employee town hall and the short briefing to senior management
- Handling hostile questions and objections in front of an audience

Day 5: Communicating in Change and Crisis

- Writing clear, concise leadership emails and memos
- Crisis messaging: what we know, what we do not know, what we are doing now
- Applied project in which each participant delivers a recorded address announcing a change in their department and receives detailed feedback on it

Training methodology

Video-recorded delivery exercises with individual review
Rewriting real messages and memos brought by participants, with sensitive data removed
Role plays of difficult conversations and question-and-answer sessions
Structured peer feedback against a criteria checklist

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Amsterdam	12 – 16 April 2027	EN	EUR 5,500
Amsterdam	11 – 15 October 2027	AR	EUR 5,500

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/leadership-communication-skills