Logo Missing

034: Managing and Leading Strategic Communication - 6.0 CEUs

CEU: 6.0 **Duration:** 16hours 50minutes **Tuition:** $5,700

Course Banner

Teachers:

- Glen Woods, Ph.D. (Dr. Glen Woods is the Global Initiative Director. He leads capacity building and consulting efforts at the Americas Empowerment Institute, focused on developing countries and emerging economies. He brings over 25 years of experience in the public sector, focusing on government regulations, public utilities, and telecommunications where he led the business development and relationship building across all infrastructure sectors, including power and energy. Mr. Woods brings with him an Intimate knowledge of public sector governance in the United States and Australia, innovative financing programs of the U.S. federal government, and an understanding of political decision making, inter- national project finance, economics, strategic planning, and business negotiations and communications. During his career, he has advised on numerous utilities in the U.S and Canada. He has a Master of Arts in International Economics from the Georgetown University, Washington, D.C, and a Doctor of Philosophy in Information Technology and International Relations from Stanford University.)

Course Topics:

- Strategic Thinking
- Emotional Intelligence

Program Locations & Dates:

- Houston, Texas USA: Aug 3-7
- Houston, Texas USA: Nov 16-20

Program Tags:

- Leadership

About Course

This course on Managing and Leading Strategic Communication is designed to equip professionals with advanced communication skills and strategies to navigate today's dynamic business and regulatory landscapes. Participants will learn how to effectively

design and lead communication efforts that support internal alignment and external engagement, ensuring their messages influence stakeholders and drive meaningful action.

Course Overview

Strong communication contributes to bringing stakeholders closer to their leaders. It encourages transparency, increases the feeling of ownership and improves organizational credibility. Leading strategic communication ensures stakeholders understand the vision of the future and can motivate behaviors that lead to a successful transformation of the organization.

This seminar introduces the tools and techniques that enhance internal and external communication and ensure the efficient implementation of change management. It explores solutions to the communication challenges organizations currently face and provides participants with the capacity to lead with clarity and influence.

Course Objectives

The course aims to strengthen leadership capacity in communication strategy by enhancing participants' ability to design, implement, and manage communication that aligns with organizational goals and stakeholder expectations.

- Understand the role of public relations and communication for public and private organizations
- Develop the necessary skills to formulate a communication strategy for specific groups
- Master the tools that make it possible to conceptualize, execute, and monitor a communication plan

Learning Outcomes

- Design and implement an effective communication plan for organizational transformation
- Use communication to promote internal cohesion and external confidence
- Adapt communication strategies to various stakeholder groups and media platforms
- Manage crisis communication with poise and credibility
- Lead communication efforts that reinforce institutional values and vision

Course Outline

- Strategies and Communication Plan
- Communication and its Management Tools
- Internal Communication
- External Communication
- Speech and Mass Media

Why This Course Matters

Temitope Ayeni
Communications Specialist, Nigeria
"This course helped me build stronger internal communication systems and align messaging with our organizational goals. It was timely and insightful."

Anne Dubois
Corporate Affairs Director, France
"Leading strategic communication effectively is vital in our fast-paced sector. This program gave me a structured approach to stakeholder engagement and message clarity."

Maria Lopez
Public Relations Officer, Colombia
"I now approach every message with greater intent and impact. This course made communication feel like a true leadership tool."

Course Content

Module 1: Foundations of Strategic Communication
Establish a clear understanding of the core concepts of communication in modern organizations.

- **Role of communication in organizational success**
- **Public relations and stakeholder engagement**
- **Ethics and transparency in communication**

Module 2: Developing Communication Strategies
Learn to craft communication strategies that align with organizational goals and target audience needs.

- **Communication planning and analysis**
- **Audience segmentation and messaging**
- **Linking communication to organizational vision**

Module 3: Internal Communication and Change Management
Explore how internal messaging supports transformation and staff alignment.

- **Enhancing internal communication flow**
- **Communication during organizational change**
- **Building a culture of feedback and trust**

Module 4: External Communication and Brand Perception
Design impactful external messaging to strengthen reputation and trust.

- **Building external relationships through communication**
- **Crisis communication and media handling**
- **Strengthening organizational credibility**

Module 5: Tools and Techniques for Strategic Messaging
Master tools and tactics to deliver compelling and consistent communication.

- **Writing and delivering effective speeches**
- **Leveraging traditional and digital mass media**
- **Measuring communication impact and ROI**

Target Audience

Coordinators, Managers, Directors, CEOs, Communication Officers, Team Leaders and Supervisors. This seminar is appropriate for business professionals at all levels of experience who would like to be more effective in leading strategic communication.

Certificate of Completion

Participants who successfully complete the Managing and Leading Strategic Communication course will receive a Certificate of Completion. This certificate affirms your ability to craft and lead impactful communication strategies that enhance stakeholder engagement and organizational credibility. It serves as a professional endorsement of your strategic communication capabilities and leadership potential in public or private sector environments.

© Americas Empowerment Institute (AEMPIN) - 2026