

A photograph of two light-colored paper cups and a piece of brown twine string. The cups are positioned diagonally, one above the other, with the string looping between them. The background is a plain, light-colored surface.

Mastering Strategic Communication

DURATION

2 days

UPCOMING SESSION(S)

31 October – 1 November 2024

LOCATION

Dar es Salaam

This programme provides an opportunity for senior and emerging leaders to improve their impact and performance through effective communications. The topics covered aim to offer the tools, techniques and skills needed to build communication capacity at all levels—interpersonal, organisational and external.

FOR

Senior and emerging leaders from all sectors.

PROGRAMME FEE

TZS 1,000,000

BENEFITS

Delivered by experts in the fields of communication and leadership from across the world, this programme offers a vibrant, interactive learning experience.



Develop a personal communication style



Understand how to employ different communication styles and techniques, from refining presentations to effective storytelling



Enhance communication intelligence by applying the principles of systems thinking



Achieve impactful messaging across diverse contexts, audiences and platforms

Course content

Communication mantras

This introductory session offers guiding thoughts to help you process, comprehend and apply your learning from this course.

The system: A key to effective communication

Understanding how strategic communication sits at the intersection of management strategy and communication underpins this session. By merging the principles of systems thinking with strategic communications, this approach can magnify the potential for insightful and impactful communication.

Strategic intent

Linking systems thinking to determining why and what a sender wants to accomplish through a set of real-world scenarios.

Pitching a Pecha Kucha

Practical training in the unique presentation style known for telling stories through images rather than text. Learn how to keep presentations concise and dynamic to achieve 'bottom lining'.

Board not bored presentations

Learn how to develop memorable and engaging approaches to maintain the attention of an audience. There is also an opportunity to practice and refine storytelling techniques that increase audience trust and engagement.

Meeting mantras

Explore the different styles and approaches used for improving meeting productivity in the workplace. Practice some meeting scenario techniques that can be applied in your own organisation.

Putting it all to work

A final opportunity to demonstrate and share learning from the course through small group presentations or assignments. This activity provides an opportunity for reflection and celebration.

Admission

Qualified candidates are admitted on a rolling, space-available basis. Early applications are encouraged.

TRAINING LEAD

Ronald E. Dulek, a John R. Miller Professor of Management at The University of Alabama and Higher Education Consultant from the United States.



DELIVERY MECHANISM

Delivered face-to-face, the format is highly practical and interactive, it features lectures, stimulating discussions, guest speakers, case studies, group exercises and applications to participants' own business contexts make for a varied and dynamic learning experience.

Contact Information

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About UONGOZI Institute

'Uongozi' means leadership in Kiswahili, and inspiring and strengthening leadership is the core purpose of our organisation. Established in 2010 by the Government of Tanzania, UONGOZI Institute is dedicated to inspiring and equipping Tanzanian as well as African leaders to deliver inclusive and sustainable solutions for their nations and for Africa.

We apply a holistic and mutually reinforcing approach to capacity development which recognises that leadership competencies are developed through a continuous, lifelong learning process. Our two strategic pillars – leadership and sustainable development – are addressed through four main areas: executive education, policy dialogues, action-oriented research, and technical support. Our clients include organisations as well as individuals from the public sector, private sector, and civil society.
