

ABOUT PICL

Peterson Integrated Communications Ltd is a firm specializing in training on Corporate Communication, Crisis Communication and Leadership communication. PICL is the first training firm to be admitted as a member of Global Alliance for Public Relations and Communication Management in the specialized training institutions category. PICL is also a member of the Association for Public Relations and Communications Management firms (APRECOM), the professional association for communication firms in Kenya. In the last five years, PICL has trained Board Members, CEOs, Senior Managers and equivalent cadre on leadership communication, building alumni that runs to hundreds of leaders in the country, the Eastern African Region and the World. PICL portfolio cuts across public sector, private sector, non-profit organizations and the UN.



SCHEDULE OF TRAINING PROGRAMMES FOR THE

YEAR 2022

The Power of Communication : Skills to Build Trust, Inspire Loyalty, Lead Effectively

- June 8th- 10th
- July 6th- 8th
- September 7th- 9th
- October 5th- 7th
- November 2nd- 4th
- December 7th- 9th

Working with stakeholders : From Engagement to collaboration

- June 22nd-24th
- July 20th- 22nd
- September 21st - 23rd
- October 19th-21st
- November 16th-18th

The Power of Communication :

- Skills To Build Trust
- Inspire Loyalty
- Lead Effectively

Peterson Integrated Communications Ltd

Biblica House, Dennis Pritt Road

P.O Box 629700200, Nairobi

Telephone :+254715056924,+254720464248

Email:pmutie@peterson.co.ke:info@peterson.co.ke

www.peterson.co.ke

The Power of Communication:

Skills to Build Trust, Inspire loyalty, Lead Effectively

This is a niche Leadership communications programme for Board members, CEOs, Senior management, County Executives, Chief Officers and equivalent corporate leaders. It is designed to refine skills in Strategic Communication, Understanding Media Relations, Mental readiness for crisis management, Public Speaking and Leadership Etiquette.

The programme prepares senior executives to connect with their audiences through effective communication. The training is facilitated by distinguished Strategic Communication professionals of global repute and delivered through a dynamic mix of presentations, audio visual aids, plenary and practical sessions. The programme attracts prepaid investment of KES 120,000(USD 1,200) for international participants) Inclusive of all taxes.

The Modules

- Leadership communication: skills to connect with your audience to build trust, inspire loyalty and lead effectively.
- Crisis communication: The mental readiness of leaders during times of crisis.
- Media relations (understanding and managing media relations for positive projection of your organisation)
- Using social media and artificial intelligence to communicate effectively.
- Public speaking, to capture audience attention and articulate competently.
- Leadership etiquette: staying professional in the style of leadership.

Working with stakeholders :

From Engagement to Collaboration

To move stakeholders to engage effectively and collaborate efficiently, we must connect with them. And to connect with stakeholders, we must know who they are, where they are and what matters to them. The three day programme aims at making the participants:

1. Understand the framework for stakeholder communication, mapping and engagement, assessing relationships, network development and cross -sectoral collaboration .
2. Infuse Strategic Communications skills and qualities that stakeholder managers of the current and future organizations will require.
3. Build collaborative mindset based on common shared values to foster relationships among stakeholders within the organisation, across organisations and with clients .
4. Develop skills to address contemporary management challenges arising from the diverse workforce, shifting business environs and disruptive technological advancements.

Participants include leaders from Public, Private, Nonprofit and Civil Society organisations who desire to reach across sectors to achieve outcomes and impactful change.

Public Relations Executives: Communications Executives: Corporate Affairs Executives: Media Liaison Executives: Marketing Executives: Advertising Executives: Human Resources Executives and other professionals who manage stakeholder relationships in their organisation.

The programme attracts prepaid investments of KES 85,000 (USD 850 for international participants) exclusive of all taxes.

Note: Participants pay for their travel and accommodation