

Growing Greatness
Leadership MasterClasses for the Fourth Industrial
Revolution

Immersive Leadership Development Experiences
Designed for the Novaturient

MasterClass #5
Communicating with Impact: Leading with Influence in the
Digital Age

Executive Summary
NQF Level 5

Faculty of Humanities

Learning Programme Title	Communicating with Impact: Leading with Influence in a Digital Age
Learning Programme ID	10044
Registration End Date	2023-06-30
Last Date for Enrolment	2024-06-30
Duration	3 Days
NQF Level	5
Minimum Credits	10

Knowledge Leadership Management

H. Santos Building, 2nd Floor, West Wing | T +27 11 856 4700 | 010 020 3920
30 Arena Close, Bruma, JHB, 2198 | F +27 11 622 5140
P.O. Box 752423, Gardenview, 2047 | E life@klmempowered.com

www.klmempowered.com

Learning Assumed to be in Place	Learners accessing this qualification will have demonstrated competence against the standards in the National Diploma in Marketing, Marketing Communication or Marketing Research or Marketing Management or Customer Management or equivalent at NQF Level 4.
Originating Qualification	ND: Customer Management NQF Level 5 (20908)

Programme Unit Standard

ID	Unit Standard Title	Level	Credits
10044	Implement a generic communication strategy	5	10
		Total	10

Course Synopsis

In a complex, 21st century environment, successful leaders need to be highly effective communicators. Effective leaders understand that if their message does not resonate deeply with their target audience, speaking to emotions, aspirations and needs, then likely it will not be understood – much less championed.

Communicating with Impact is part of Leadership MasterClasses for the Fourth Industrial Revolution, a transformational set of learning experiences designed to equip leaders with a new set of leadership skills to keep up with the rapid pace of change and embrace new, integrated ways of working.

On completion of this MasterClass experience, leaders will discover their communication potential and be empowered to adjust their communication style to increase their influence as a leader in the digital age.

Target Audience

The Leadership MasterClasses for the Fourth Industrial Revolution are designed for leaders and champions of change who are accountable for identifying and driving the complex and strategic changes required for businesses to access future business opportunities.

This highly impactful MasterClass is beneficial to the following Sectors:

- Private Sector
- Public Sector
- SMMEs
- NGO/NPOs

KLM Empowered



Specific Outcomes	Content Outline
<ul style="list-style-type: none">▪ Identifying and explaining a generic communications model▪ Analysing, interpreting and implementing a generic communication strategy	<p>The Leadership Voice</p> <ul style="list-style-type: none">▪ Finding your Power of your voice▪ Understanding your target audience▪ Evaluating the new trends in written and oral communication techniques to enhance influence, including an introduction of Neurolinguistic Programming techniques <p>Influential Conversational Models</p> <ul style="list-style-type: none">▪ Discovering the invisible structures of any conversation▪ Recognizing conversational models that work▪ Becoming strategic and agile leader when building conversational models▪ Adapting your conversational model to suit a variety of platforms <p>Implementing a communication strategy</p> <ul style="list-style-type: none">▪ Engineering the pathway to lead influential conversation▪ Implementing your communication strategy