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The Advanced Managing Media And Leadership Of Team Management

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Singapore

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Understanding Your Role

- Leader or manager?
- Self-perception
- Beyond the job description: finding out what your organisation requires of you
- Balancing conflicting stakeholder demands
- Understanding the nature of change
- A model for implementing change

Personal Effectiveness, Time Management and Delegation

- Understanding yourself and your organisational environment
- Outcome orientation
- Setting personal and team objectives
- Managing performance
- Finding and using time effectively
- A model for effective delegation

Communication, Influence & Conflict Management

- Channels of communication
- Effective listening skills
- Emotions and rapport
- Persuasion and negotiation: the keys to personal influence
- Managing conflict assertively

Team Building, People Management and Motivation

- How high-performing teams work?
- Identifying team roles
- Teams in practice: teambuilding exercise
- Motivation and reward
- Building and sharing a vision
- Different approaches to leadership

Enhancing Team Performance through Coaching and Development

- How people learn?
- Coaching for personal and team growth
- Feedback skills
- Development planning
- Next steps

Public Relations and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Dealing with the Media
- Building Good Relationships with the Media

Presentation Skills and Techniques in Public Relations

- Preparation
- Rehearsal
- Presentation

Public Relations Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos and Reports
- Preparing Newsletters
- Designing and Preparing Brochures

The Public Relations Promotional Role

- Public Relations Role in Marketing and Advertising
- Sponsorship and Promotions
- Organizing Exhibitions
- Media Coverage