



Persuasive and Strategic Communications for Business Leaders

Make Your Personal and Business Communication

Overview

Great communicators are not born, they are made. Training, practice, and preparation are what make great communicators compelling. In this program, participating leaders will learn essential tips and techniques, as well as receive practical guidance, as they make their business and personal communications clear, direct, and intentional. They will take charge of their individual key differentiators and apply them across various communication touchpoints, such as writing, speaking, and presenting

Objectives

- Develop the participants' self-awareness and learn how to communicate the same through a 'Personal Brand Statement'
 - Develop a broad toolkit of communications techniques.
 - Understand the application of specific methods and leverage the same.
 - Learn the subtle principles of 'listening' and 'non-verbal communications.'
 - Gain confidence in speaking, presenting, and pitching.
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Program Learning Content

Day

- Knowing Your Personal Brand

Day 2

- Effective Writing

Day 3

- Communicating with Emotional Intelligence

Day 4

- Speaking and presenting

Day 5

- Speaking and Presenting

What will you learn

The Persuasive and Strategic Communications for Business Leaders program equips you with essential communication skills to persuade, influence, and lead with confidence across diverse business contexts. Key benefits include:

- **Effective Communication:** Learn how to write and speak with clarity and intention to persuade diverse audiences across multiple business contexts.
 - **Confident Presence:** Discover how to use body language, voice, and presence to convey confidence, credibility, and influence in high-stakes situations.
 - **Impactful Storytelling:** Develop your unique communication style and use storytelling techniques to pitch ideas, present with impact, and leave a lasting impression.
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Key Benefits

At the end of the course, participants will know:

- How to be remembered
- How to effectively persuade through speech and the written word
- How to leverage body language and harness 'presence'
- How to present and pitch ideas through compelling stories
- How your personal brand works in tandem with your communications could result in a unique overall business experience

Who Should Attend

This program is designed and curated for advancing professionals across industries who seek to hone their business presentation, writing, speaking, and listening skills. Along with offering a keen understanding of their personal brand, this course is a must for all types of business leaders in any organization who wish to be seen, heard, and sought after across all platforms.



Program Fee

PHP 25,000 or USD 450*

*Final USD amount may vary based on the exchange rate at the time of payment.

Interested in early bird or group discounts?

Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above.

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Upon completion of the program, the participant will earn one (1) unit, which can be credited toward the following:

- Postgraduate Certificate in Leadership and People Management
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu