

SAMPLE PROGRAMME: Language for Leadership & Cultural Awareness



	Session 1	Session 2
Day one Morning (9.00 – 12.00)	<p>INTRODUCTIONS Course content</p> <p>WHAT KIND OF LEADER ARE YOU? My background Examples of effective Leadership Beliefs and Assumptions <i>Language Focus: Giving opinions</i></p>	<p>CHARISMATIC LEADERSHIP COMMUNICATION <i>SKILLS: Influencing and persuasive language. Handling your audience with confidence</i></p> <p>ROLE-PLAY: One on one meetings <i>Language area: Persuading and Negotiating Making an impact</i></p> <p>FEEDBACK AND FURTHER PRACTICE:</p>
Day one Afternoon (1.00 – 4.00)	<p>INSPIRING THE ORGANISATION Setting a vision</p> <p>CASE STUDY: Narrative, drama and charismatic leadership: The case of Apple's Steve Jobs</p> <p><i>Language area: Communicating your Intention</i></p>	<p>STORYTELLING AS A LEADERSHIP TOOL <i>SKILLS: defining culture and values, and explaining who you are and what you believe</i></p> <p>ROLE-PLAY: Share your company story <i>Language area: Narrative tenses</i></p> <p>FEEDBACK AND FURTHER PRACTICE:</p>
Day two Morning (9.00 – 12.00)	<p>PRESENTING WITH FLAIR What makes a public speaker great?</p> <p>CASE STUDY: Talk like TED. How to speak like a TED speaker</p> <p><i>Language area: Cohesive devices</i></p>	<p>PUBLIC SPEAKING <i>SKILLS: Openers and closers Connecting language Rule of three and other rhetorical points</i></p> <p>ROLE-PLAY: Three-minute presentations <i>Language area:</i></p> <p>FEEDBACK AND FURTHER PRACTICE:</p>
Day two Afternoon (1.00 – 4.00)	<p>LEADING A MULTICULTURAL TEAM Cultural dimensions</p> <p>CASE STUDY: Bridging Cultural differences</p> <p><i>Language area: softening language Reaching agreement</i></p>	<p>MANAGING CONFLICT <i>SKILLS: Physicality & intonation Handling difficult questions</i></p> <p>ROLE-PLAY: Disciplinary meetings <i>Language area: Conflict resolution</i></p> <p>FEEDBACK AND FURTHER PRACTICE:</p>

Please note: the final content will result from a needs analysis carried out before the course and refined on Day One.