

## CHEC HIGHER EDUCATION LEADERSHIP ACADEMY

### INVITATION TO MASTERCLASS

#### *Identifying and overcoming barriers to Effective Communication*

**What is the purpose of the masterclass?** Many workplace and team effectiveness issues can ultimately be linked back to a lack of or poor communication. As a leader, manager and professional in a culturally diverse and multilingual setting, you must be able to effectively adapt and integrate your communication behaviour, motivation and effectiveness to build trust, wield influence, overcome communication barriers and successfully engage colleagues and audiences.

This Masterclass has been designed to support leaders, managers and professionals at every level to master vital workplace communication skills to overcome communication barriers. Attendees will learn how effective communication allows them to communicate effectively, authentically and with respect in a way that enables them to lead with influence, inspire change, overcome barriers and successfully engage colleagues and audiences.

This Masterclass offers relevant and ready to apply insights to equip attendees to deepen knowledge, enhance skills and boost confidence to master effective communication.

#### **Who should attend this masterclass?**

- ✓ Director, manager, head of department, professional
- ✓ Team leader, project leader
- ✓ New to the position of leader or manager
- ✓ You want to hone your communication skills as a manager or leader or professional
- ✓ You sometimes struggle with building trust and effectively dealing with misunderstandings, tension and conflict across multicultural and multilingual team members or colleagues

**Date of masterclass:** Date: 10 August 2023

Time: 14:00-16:00

**Duration of masterclass:** Join us for an informative and interactive 2-hour Masterclass including insights-sharing, questions and answers and a tailored roadmap with key takeaways to enhance your communication skills, workplace relationships and performance.

**Facilitator:** Dr Phumzile Mmope

**Cost per participant:** R3,000

**CHEC certificate of successful completion:** Participants receive a CHEC certificate at completion of the event

## PROGRAMME

Timeslot & duration	Description of workshop activities	Responsible person(s)
15:00-15:10	Welcoming & Introduction	Dr Phumzile Mmope
15:10-15:30	Facilitate effective communication in today's changing work environment <ul style="list-style-type: none"> <li>The 4-step process of effective communication</li> </ul>	Dr Phumzile Mmope
15:30-15:45	Overcome verbal and non-verbal barriers to communication <ul style="list-style-type: none"> <li>Analyse personalities and adapt your communication style</li> </ul>	Dr Phumzile Mmope
15:45-16:00	Deliver messages strategically across multiple channels of workplace communication <ul style="list-style-type: none"> <li>Adapt your communications approach to different audiences</li> </ul>	Dr Phumzile Mmope
16:00-16:15	Breakout discussion / activities	Dr Phumzile Mmope
16:15-16:30	Integration of feedback / questions & answers	Dr Phumzile Mmope
16:30-16:50	Reflection and tailored roadmap with key takeaways to enhance your communication skills, relationships and performance	Dr Phumzile Mmope
16:50-17:00	Summary and closing	Dr Phumzile Mmope

### Short bio of the facilitator

Dr Phumzile is an internationally certified and credentialed Leadership and Business Coach in the private, public, and higher education sectors. She lectures part-time on leadership communication

at Stellenbosch Business School. She became a coach and consultant following a rewarding 20-year career in higher education as an executive director and strategic communication expert. She works with businesses, leaders, managers, and professionals who are experts in their fields – but might be unaware of their leadership and communication pain points. This is where her expertise lies.

As a coach, she inspires and helps leaders, managers and entrepreneurs to *lead differently and get remarkable results!*

Dr Phumzile's practical understanding of leadership and strategic communication is backed by her qualifications, a master's degree (cum laude) and PhD in Communication Studies from the North-West University. Her research focus is intercultural communication competence in facilitating strategic alignment and employee engagement in the workplace. She is the author of a research paperback titled: *Engaging the Workforce: The Role of Senior Managers in Internal Communications and Employee Engagement.*