

Lead Like a King, Communicate Like a Superstar!

Do you want to lead and communicate well?
Can leaders be trained?

Introduction

The strength of an organisation rests heavily on the shoulders of its leaders. Great leaders are not only visionaries but also outstanding communicators who can persuade, influence, and inspire those around them. Communication is the lifeblood of leadership: it drives trust, encourages collaboration, and enables leaders to build relationships based on empathy and respect. A true leader must be persuasive in conversations, skilful in negotiations, and inspiring in vision. This programme introduces participants to the art of leading with authority while communicating with clarity, compassion, and confidence. By mastering persuasive, negotiation, and aspirational conversations, participants will gain the skills to guide their teams towards sustainable success.

Program Objectives

This program aims to:

- Provide participants with a deep understanding of leadership and communication as interconnected skills.
- Equip participants with techniques for persuasive, negotiation, and aspirational conversations.
- Build the confidence to influence, motivate, and inspire others through effective communication.
- Strengthen leadership presence by combining assertiveness with empathy and authenticity.

Learning Outcomes

After completing this program, the participants should be able to:

- Demonstrate assertive and authentic communication as leaders.
- Apply persuasive techniques to influence outcomes positively.
- Engage in negotiation conversations that achieve win-win results.
- Deliver aspirational messages that inspire and motivate their teams.
- Integrate leadership and communication skills to lead with both heart and strategy.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend?

HL0042 Lead Like a King, Communicate Like a Superstar!

Supervisor, team lead, managers and anyone needs to deal with customers or staffs

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Leaders: Born or Made?</p> <p>The programme begins with an exploration of leadership itself. Participants will reflect on whether leaders are born with innate qualities or shaped through experience and learning. This module examines why effective leadership is critical to organisational success and highlights the core responsibilities of a leader—from strategy formulation to implementation, and from leading change to inspiring trust.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Communication as the Key to Leadership Success</p> <p>This session emphasises the central role communication plays in leadership. Participants will study the fundamentals of communication and explore how clarity, tone, and non-verbal cues can influence outcomes. The module provides a foundation for applying advanced communication skills in persuasion, negotiation, and aspiration throughout the programme.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Venturing into Persuasive Conversations</p> <p>Persuasion is a critical tool for leaders who need to influence decisions and inspire action. In this module, participants will examine Robert Cialdini’s six principles of persuasion—reciprocity, commitment and consistency, social proof, authority, liking, and scarcity. Through case examples and practice sessions, participants will learn how to apply these principles to real workplace scenarios, enabling them to persuade ethically and effectively.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>The Psychology of Persuasion</p> <p>Building on the previous session, this module dives into the psychological underpinnings of persuasion. Participants will explore the motivations behind human decision-making, common persuasion challenges, and exceptions where influence may not work as intended. Through practical exercises, they will practise delivering messages that engage both the rational and emotional</p>

	dimensions of their audience.
Day Two	
Time	Topics
9:00am – 10:30am	<p>The Ingredients of Win-Win Negotiation Conversations</p> <p>Effective negotiation is not about winning at the expense of others but about creating shared success. This session examines the key components of a win-win negotiation, including atmosphere, content, power dynamics, and process. Participants will also practise using empathy and compassion to foster mutual respect, ensuring outcomes that preserve relationships while meeting business objectives.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Winning through Goal Setting and Negotiation Styles</p> <p>This module provides a practical framework for mastering negotiation. Participants will be introduced to the golden rules of negotiation, such as avoiding premature concessions, listening actively, and managing offers strategically. They will also explore the five negotiation styles—competing, collaborating, compromising, avoiding, and accommodating—and learn how to apply them depending on the situation. A guided role-play exercise allows participants to practise adapting styles to achieve the best results.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Together We Are One: Aspirational Conversations</p> <p>Leadership is not complete without the ability to inspire. This session equips participants with tools for aspirational communication—using words, tone, and vision to motivate teams and build a strong organisational culture. Participants will practise framing messages that unite people around a shared purpose, encourage resilience, and reinforce a spirit of collaboration.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Communicate and Lead with Heart and Soul</p> <p>The final module integrates all the skills from the programme into a cohesive leadership style. Participants will apply their learning in a case study exercise that combines persuasive, negotiation, and aspirational conversations. By the end of the session, each participant will be able to communicate with clarity, lead with conviction, and inspire with authenticity—truly leading like a king and communicating like a superstar.</p>

