

ACADEMY OF LEADERSHIP SCIENCES SWITZERLAND & PR FOR EXECUTIVES

Workshop outcomes

After attending this workshop, you should be able to:

- Understand the importance of Çitaku's Leadership Competency Model towards promoting excellence in your organization.
- Develop an understanding of what Emotional Intelligence is and how it impacts business effectiveness.
- Learn the neuroscience of emotional hijacks and how it affects the brain, body and behavior.
- Appreciate the role that Emotional Intelligence plays in Leadership and PR.
- Better understand the role of PR in Age 2.0.
- Be aware of PR in times of digitization.
- Develop an understanding how to use Public Relation tools.
- Appreciate the role, which Communications/ Marketing/Sales-Funnel play in business.
- To recognize tools of effective reputation management through media.
- Learn how to leverage a CEO's credibility in media
- Describe Risks of CEO communication and media exposure.
- Better understand effective handling of critical media coverage.

WORKSHOP AT THE ALSS WORLD TRADE CENTRE IN ZÜRICH

MARCH 13.-14.2020



THE EFFECTS OF LEADERSHIP, EMOTIONAL INTELLIGENCE and PUBLIC RELATIONS IN BUSINESS

Workshop description

Based on the latest research outcomes, personal customer contact is key to success in a digitalised world. Consequently, in a time of increasingly digitalised marketing, keeping customers happy and loyal still mainly depends on the employees and their behaviour. This calls for the strengthening of employees' Emotional Intelligence and communication, customer management and digital skills in particular. The ability to meet these demands may be compromised as a result of inadequate and inefficient Leadership.

This workshop will outline the role of Leadership, Emotional Intelligence and PR competencies, which are required to reach the excellence in business.

In addition the newest insights from the neuroscience will be explored in order to emphasize the importance of Leadership and Emotional Intelligence in business.



Contact

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Workshop content

- Çitaku's Leadership Competency Model
- Neuroscience of Emotional Intelligence (EI)
- Managing your own emotions to positive outcomes
- Understanding change & others – difference in communication and marketing
- General understanding of the role of PR in Age 2.0
- The role of Leadership in PR
- The impact of Emotional Intelligence for PR
- PR in times of digitization
- PR tools and their roles in the whole Communications/Marketing/Sales-Funnel
- Should CEO's actively use Business Social Media?
- Introduction into the usage rules for the relevant business Social Media tools
- Tools of effective reputation management through media
- How to leverage a CEO's credibility in media
- Risks of CEO communication and media exposure
- Effective handling of critical media coverage
- Four ways how successful leaders can keep their emotions under control
- Q&A with Experts



Teaching methods

- Short interactive lecture; Think/Pair/Share; Buzz Session;
- Case Study; Incident Process; Question & Answer Period; Short writing exercises; Note Review; Demonstration; Simulation etc.

Workshop location, -duration, -costs

Location: ALSS, World Trade Center Leutschenbachstrasse 95, CH-8050 Zurich, Switzerland

Duration: Two days, from 9.00am-5.00pm (lunch 12.00-1.00)

Costs: (including ALSS-Certificate, snacks, non-alcoholic drinks, lunch and all workshop materials) CHF 1490 per participant

Workshop leaders



Mrs. Brigitte Kaps, MBC, CEO, Entrepreneur, Media Woman, Public Speaker, Lobbyist

Held various international executive positions in the finance industry; Member of the Executive Board of Swiss Bank; Founder of the Executive PR and Rent a PR, offering Communications & Public Relations advisory. She studied Economics and Communications and holds a Master in Business Communications.



Prof. Dr. Fadil Çitaku, PhD, MME (Uni Bern), CEO

Professor of Leadership and Emotional Intelligence for PhD, Doctorate, MSc. and MAS programs; Founder and CEO of the ALSS; Supervisor at the prestigious ETH, Switzerland; Senior Scientist, Advisor and Coach; Keynote Speaker in many reputable international conferences.