

HENDIRICKS AND ASSOCIATES TRAINING AREAS

January – December 2026

Week 3 or 4 of each month

To register: info@hendricksassociates.org; Call 0795739813

	Training Area	Dates
7	Strategic communication for women in leadership	Week 3 & 4

COURSE OUTLINE AND SYNOPSIS

H&A_07: Strategic communication for women in leadership

Course overview

In today's dynamic and evolving leadership landscape, women leaders face unique challenges that require strategic communication, confidence, and influence. This course is designed to empower women in leadership with tailored skills in public communication, negotiation, advocacy, and strategic messaging. It emphasizes the role of communication in building credibility, mobilizing support, influencing policy, and leading with authenticity. The program blends gender-sensitive communication strategies with leadership development, ensuring women leaders gain the confidence and tools to amplify their voices in decision-making spaces.

Target audience

This course is designed for women in senior and middle-level management, politicians, public servants, entrepreneurs, board members, NGO leaders, community leaders, gender advocates, and aspiring female leaders.

The Course outline

- Introduction to leadership communication dynamics
- Gender, communication, and leadership—addressing stereotypes and barriers
- Building a leadership brand through effective communication

- Negotiation and advocacy strategies for women leaders
- Storytelling for influence and impact
- Strategic media engagement and public relations
- Digital and social media strategies for women leaders
- Conflict resolution and crisis communication
- Mobilizing support and influencing decision-making processes
- Practical exercises: speech delivery, debates, and mock interviews
- Case studies of successful women leaders in politics, business, and civic spaces

How participants will benefit

This training will provide women leaders with a strong toolkit of communication strategies essential for effective leadership. Participants will:

- Gain assertiveness and confidence to communicate in male-dominated or challenging leadership spaces.
- Acquire advanced skills in strategic advocacy, negotiation, and persuasion, enabling them to influence policy, organizational priorities, and resource allocation.
- Develop the ability to craft and deliver impactful messages that resonate with stakeholders, communities, and decision-makers.
- Learn how to build and manage a personal leadership brand, enhancing credibility and visibility across sectors.
- Strengthen their capacity to mobilize support, build alliances, and lead collective action through communication.
- Gain practical exposure to media engagement, interviews, and crisis communication, preparing them to represent their organizations effectively.
- Learn to leverage digital and social media platforms as tools for amplifying their voices and leadership agendas.
- Be inspired by case studies of successful women leaders, drawing lessons on resilience, influence, and authenticity.

At the institutional level, organizations will benefit from stronger female leaders who bring inclusive perspectives, enhanced advocacy capacity, and improved stakeholder relations. This directly contributes to organizational growth, gender equity, and stronger representation of women in leadership and governance spaces.

Course duration: Five days

Course fee: USD 400

