



HENDRICKS
AND ASSOCIATES

HENDRICKS AND ASSOCIATES TRAINING AREAS

January – December 2026

Week 1 & 2 of each month

To register: info@hendricksassociates.org; Call 0795739813

	Training Area	Dates
8	Strategic communication for youth in leadership	Week 1 & 2

H&A_08: Strategic communication for youth in leadership

Course overview

It is estimated that 1.8 billion people today are within the age bracket of 10 and 24, and this number is continually growing. Connected to each other like never before, young people increasingly contribute to innovative solutions, driving social progress and inspiring political initiatives. With the enhanced digital space, the youth are agents of change, influencing the lives of people and the health of the planet. The programme offers in-person/group-based, online/virtual, and blended/hybrid training in life skills, internship, apprenticeship, business, entrepreneurship, civic Leadership, public management and accountability. It is tailor-made to equip young leaders with tools to solve their own problems and co-create innovative solutions to address real-life challenges in the society.

Target audience

This course is designed for youth leaders aged 15 to 35 years who have demonstrated commitment to making a positive impact in their schools, institution, communities and countries. It aims at supporting existing youth programs and groups in helping their leaders learn to become better communicators and change-makers. These include leaders of adolescents, teens, and schools clubs such as 4K clubs, debating clubs, environmental clubs, rangers, girl-guides and scouts among others. The course also targets the out of school youth in informal employment, fresh graduates from colleges and universities.



HENDRICKS
AND ASSOCIATES

The Course outline

- Self-awareness, self-worth and assertion
- *Who moved my cheese?* Managing change and transition
- Life skills for career growth and transition
- Understanding the global youth agenda
- Communication skills for leaders
- Born leaders vs made leaders
- Case studies on youth leadership
- Youth leaders in the development and civic space
- Youth empowerment
- Youth business incubation
- Youth mentorship
- Mental wellness and well being
- Group dynamics
- Team building
- Community building and youth volunteer service
- Youth and climate action
- Youth internship and apprenticeship
- Leadership skills and governance for collective action
- Networking and co-creation

How participants will benefit

By the end of the training a new blend of young, vibrant and innovative leaders is bound to emerge. This will be a generation that will effectively manage change positively and facilitate seamless transition to holistic community development. They will set a new pathway for young leaders as examples and change managers. Ultimately, the course will enhance the ability to think strategically in service leadership, improved problem-solving and decision-making. The enhanced leadership space for the youth will lead to a greater influence in organizational strategy discussions.



HENDRICKS
AND ASSOCIATES

Course duration: Four days

Course fee: USD 320



