



# MASTERSTART

**Gordon Institute  
of Business Science**  
University of Pretoria



Delivered 100% online



4 – 6 learning hours per week



8 weeks

# Strategic Communication and Influencing Direction

Enhance your ability to be an influential leader

Clear communication drives results. Strategic Communication and Influencing Direction gives you the tools to craft powerful narratives, command attention, and influence key stakeholders. Build the confidence and presence to lead with impact, align your organisation, and drive success.

## What will you learn?



### Strategic storytelling

Learn how to craft compelling narratives that connect with your audience and drive action. You'll gain the skills to communicate your vision clearly, build buy-in from stakeholders, and ensure your strategic initiatives resonate and inspire change.



### Influence with impact

Master the art of persuasion to shape how your messages are received. You'll walk away knowing how to align stakeholders with your goals, influence decision-making, and deliver results that drive both your career and your organisation forward.



### Enhance executive presence

Develop the authority and confidence to command attention in high-stakes situations. You'll be equipped to lead meetings, handle crises, and communicate with poise, positioning yourself as a trusted leader.



### Navigate cross-cultural communication

Learn to adapt your communication style across diverse audiences, ensuring alignment with global and organisational values. With these skills, you'll foster trust, handle ethical challenges, and build inclusivity in a global business environment.

Contact Us



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[www.masterstart.com](http://www.masterstart.com)



Certificate of  
Competence

# Course outline

 6 collaborative learning sessions



WEEK 1

## Orientation

Welcome to your online course

Meet your Industry Expert, Learner Success Coach, and other learners



WEEK 2

## Module 1

Storytelling in business strategy

Master storytelling to influence perceptions and inspire action



WEEK 3

## Module 2

Crafting powerful messages

Apply persuasion techniques to deliver impactful messages



WEEK 4

## Module 3

Influencing direction

Shape organisational direction and align stakeholders to drive change



WEEK 5

## Module 4

Executive presence and high-stakes communication

Develop executive presence for high-stakes situations



WEEK 6

## Module 5

Navigating ethics and cultural dynamics

Navigate ethical dilemmas and cross-cultural communication



WEEK 7

## Module 6

Becoming an inspirational communicator

Develop an authentic leadership voice and inspire change through strategic narratives



WEEK 8

## Final assessment

Executive Communication Plan

### Who is this course for?

This course is designed for **professionals who want to elevate their strategic communication skills**, influence key stakeholders, and shape the direction of their organisation.

## The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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