



# MASTERSTART

**WBS** Wits  
Business  
School  
*Sculpting global leaders*



Delivered 100% online



4 – 6 learning hours per week



10 weeks

## Power Skills Essentials

**Great power skills are what make people energised to work with you.**

They help you build better working relationships and positively influence those around you, so teams run smoother, and work feels more human.

In this course, you'll learn how to navigate different personalities, communicate with clarity, and grow a personal and professional brand that reflects your strengths. These are the practical, human skills that help you develop a more positive, productive experience for you and your team.

### What will you learn?



#### Emotional insight

Recognising and understanding emotions in oneself and others to build stronger interpersonal connections.



#### Collaborate effectively

Working productively with others, using communication and teamwork skills to achieve shared goals.



#### Professional branding

Building and managing a professional image that aligns with career and organisational goals.



#### Communication skills

The ability to convey information clearly, effectively and empathetically, both verbally and non-verbally.



#### Self-awareness

Understanding one's own strengths, weaknesses, emotions and impact on others, and using this insight to guide personal and professional growth.



#### Strategic networking

Building and maintaining relationships with key stakeholders, influencers and partners to support strategic objectives.

Contact Us



+27 21 201 1167



[register@masterstart.com](mailto:register@masterstart.com)



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



Certificate of  
Competence

# Course outline

 6 collaborative learning sessions



WEEK 1

## Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

## Module 1

### Introduction to power skills

Use a SWOT analysis to identify your strengths and areas for growth while understanding the role of power skills in the workplace.



WEEK 3

## Module 2

### Communication and confidence

Learn how to communicate assertively and confidently, and set SMART goals to enhance your communication effectiveness.



WEEK 4

## Module 3

### Adaptability, flexibility and productivity

Improve productivity through time management techniques and overcome procrastination by applying goal-setting strategies.



WEEK 5

## Module 4

### Workplace integrity and professionalism

Understand the importance of empathy, respect, and inclusion, while developing strategies for emotional connection and stress management.



WEEK 6

## Module 5

### Digital etiquette and collaboration

Learn about digital citizenship and strategies to protect your online reputation, while enhancing your personal and professional brand.



WEEK 7

## Module 6

### Leveraging networks for success

Develop a networking strategy to enhance your professional image and create opportunities, while learning to avoid common networking mistakes.



WEEK 8

## Module 7

### Workplace social skills and EQ

Enhance your emotional intelligence and improve interpersonal relationships through active listening, empathy, and non-verbal communication.



WEEK 9

## Module 8

### Designing your personal and professional profile and brand

Build a sustainable professional brand that aligns with your career goals and creates a unique profile that stands out in the workplace.



WEEK 10

## Final assessment

Professional Profile and Personal Development Plan

## Who is this course for?

If you want to strengthen your working relationships, communicate more effectively, and build a personal brand that supports your career growth, this course is for you.

Whether you're already managing a team, or stepping into a leadership role, this course will help you connect more authentically to drive impact.

## 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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