

LEARN.
APPLY.
CREATE.
IMPACT.

PLAY-ON-DEMAND LEARNING

STRATEGIC COMMUNICATIONS COURSE

5+ HOURS OF
RECORDED
LEARNING

Move from tactical to strategic communication

**AN INTERMEDIATE LEVEL COURSE FOR PROFESSIONALS
RESPONSIBLE FOR COMMUNICATIONS, REPUTATION
MANAGEMENT AND ORGANIZATIONAL IMPACT**



LEARN WITH US 24/7
FROM ANYWHERE IN THE WORLD VIA

learn.solaabuluassociates.com



**5+ HOURS OF
RECORDED
LEARNING**



**6 CPD
CREDITS**



**CPD
ACCREDITED
CERTIFICATE**



**LEARN AT
YOUR OWN
PACE**

- ACCESS TO COURSE CONTENT FOR SIX WEEKS
- OPPORTUNITY TO INTERACT ONLINE WITH COURSE TUTOR



CPDSO-Accredited Course

COURSE TUTOR

SOLA ABULU

Strategic Communications
Consultant & Trainer with
30+ years' experience in PR
& Communications
(GCCC-certified SCMP®)

THE CHALLENGE

Is your communication actually driving results?

Communication is not simply about producing messages

It should help you:



Align people



Shape perceptions



Build reputation



Influence behaviour



Support leadership



Deliver measurable outcomes



STRATEGIC
COMMUNICATION
IN ACTION



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02

WHAT YOU'LL LEARN

Build an Outcome-driven Communications Strategy

Learn how to develop an impactful communications strategy and plan using the Strategic Communications Framework.



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03

THE COURSE COVERS

6 Practical Modules



1 **Communications Strategy & Planning**



2 **Internal & External Communications**



3 **Reputation Management**



4 **Impactful Messaging**



5 **Leadership Communications**



6 **Measuring Communications Impact**



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04

LEARN.
APPLY.
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WHO IS IT FOR?

BUILT FOR COMMUNICATION LEADERS



Designed for professionals who manage communication

- | | |
|--|--|
| | 1 Communications Leaders |
| | 2 Communications Professionals |
| | 3 Business Owners & Entrepreneurs |
| | 4 HR Managers |
| | 5 Consultants |



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05

LEARN.
APPLY.
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IMPACT.



WHAT YOU GET

Learn. Test. Clarify. Q&A. Certificate of Completion

- 
-   **5+ hours of recorded video lectures**
 -   **6 CPD credits**
 -   **CPDSO-accredited certificate on completion**
 -   **Module quizzes**
 -   **Summary handout**
 -   **6 weeks of course access**



LEARN WITH US 24/7
REAL LEARNING. REAL IMPACT.

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06



YOUR COMMUNICATION CAN DELIVER TANGIBLE RESULTS



Build the skills to make it **purposeful and measurable**



ENROL NOW!

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Learn at your own pace.



Apply what you learn.



Build greater communication impact



LEARN WITH US 24/7
FROM ANYWHERE IN THE WORLD
REAL LEARNING. STRATEGIC IMPACT.

Email Us:

training@solaabuluassociates.com

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