

# **HRODC Postgraduate Training Institute**

**A Postgraduate-Only Institution**

**098**

**Executive Leadership and  
Public Relations**

**Course or Seminar**

**Leading To:**

**DIPLOMA – POSTGRADUATE IN**

**Executive Leadership and  
Public Relations**

***Accumulating to***

**POSTGRADUATE DIPLOMA**

**Progressing To A Masters Degree –**

***MBA – MSc - MA***

**Course Coordinator:**

**Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

**Prof. Crawford was an Academic at:**

- University of London (UK);
- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

## **For Whom This Course is Designed**

### **This Course is Designed For:**

- Board of Directors;
- Business Partners;
- Chief Executive Officers (CEO);
- Chief Executives;
- Chief Secretaries;
- Co-Directors;
- Company Directors;
- Customer Service Managers;
- Deputy Vice-Chancellors;
- Enhanced Supervisors;
- Entrepreneurs;
- External Change Agents;
- Human Resource Development Experts;
- Human Resource Management Professionals;
- Internal Change Agents;
- Managers who are desirous of adding high-level communications skills to their personal portfolio;
- Managing Directors;
- Managing Partners;
- Public Relations Managers;
- Middle Managers;
- Personal Assistants;
- Project Managers;
- Public Relations Practitioners;
- Public Relations Professionals;
- Sales and Development Business Managers;
- Senior Administrators;

- Senior Business Associates;
- Senior Business Executives;
- Senior Civil Servants;
- Senior Consultants;
- Senior Managers;
- Senior Secretaries;
- Special Assistants;
- Team Leaders;
- Vice-Chancellors;
- Vice-Presidents;
- All others seeking an enhanced understanding and heightened competence in the most salient issues that are associated with Executive Leadership and Public Relations.

**Duration:**6 Days

**Cost:**£6,000.00**Per Delegate**

**Please Note:**

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

**Cost includes:**

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate –in **Executive Leadership and Public Relations**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

**HRODC Postgraduate Training Institute's Complimentary Products include:**

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;

4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

**\*\*Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.\*\***

**Daily Schedule:**9:30 to 4:30 pm.

**Location:** Central London and International Locations

## **Executive Leadership and Public Relations Leading to Diploma-Postgraduate in Executive Leadership and Public Relations**

### **Course Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Demonstrate the optimum way in which a 'Publicist' might 'Pitch Publicity' for his or her employer;
- Demonstrate their understanding of at least 2 approaches to leadership;
- Demonstrate their understanding of the High and Low LPC Leaders' degree of behavioural control over their subordinates, respectively;
- Demonstrate their understanding of the relationship between fielder's situational model & McGregor's Theory 'X' & Theory 'Y' leadership styles;
- Describe to ways in which an organisation might conduct an Internal Communications Audits;
- Discuss, with confidence, the degree of confidence that persists with respect to the impartiality of the Media;
- Distinguish between the concepts of 'leader' and 'managerial leader';
- Explain 'Person' or 'Consideration Oriented' leaders and their relationship with employee satisfaction and subsequent staff turnover level;
- Explain the relationship between the 'goal-path model' of leadership & the expectancy theory of motivation;
- Explain, with vivid examples, the S-H-O-C Approach to Employee Relations;
- Explore at least three potentially effective tactics to 'Employee Communication';
- Indicate at least three ways in which publicity increases the 'Value' placed on an individual or organisation;
- Indicate the most effective ways of dealing with particular issues that affect Public Sector Employees, as opposed to Private Sector Employees;
- Outline the main benefits and drawbacks of 'Online Publicity';
- Plot the relationship between managers with high & low least preferred co-worker (LPC), characteristics, respectively;

- Point to specific empirical research supporting the relationship between participative leadership;
- Provide a demonstration of how Media Interviews might best be handled.
- Provide at least three tips on Dealing with the Media, to the advantage of the individual or organisation that a Public Relations Executive represents;
- Provide at least three ways in which a public Relations Officer might devise measures that will result in positive publicity for the individual or organisation that he or she represents;
- Provide defensible arguments in support of a 'Strong Employee Relations' in organisations;
- Provide vivid examples of the degree to which the Electronic Media might be used to the advantage of effective Public Relations;
- Suggest at least two problems with equalities or traits approaches.

## **Course Contents, Concepts and Issues**

### **Part 1: Executive High Performance Leadership (1)**

- The Concepts of 'Leader' and 'Managerial Leader';
- The Leader and Authority;
- The Leader and Influence;
- The Manager and the Conferment of Power;
- The Application of Control and 'Power Cohesion';
- The 'Managerial Leader' and the Ability to Vary Strategy;
- Power as a Recourse of the Managerial Leader;
- Leadership and Interpersonal Relationship;
- Approaches to Leadership;
- Qualities or Traits Approach to Leadership;
- Task and Person Orientation;
- Participative Leadership;
- Transactional Leadership;
- Transformational Leadership;
- Contingency or Situational Approaches to Leadership;
- Leaders vs. Non-Leaders In Relation To Confidence & Intelligence;
- Leadership and Extroversion.

## **Part 2: Executive High Performance Leadership (2)**

- Problems with Traits Approach’;
- Social, Power & Achievement Needs and Their Relevance to Leadership;
- ‘Task and Leader-Qualities Match’;
- The Perceived Consequence of Task Orientation and Reduced Relationship Orientation for Managerial Effectiveness;
- The Consequence of Person or Consideration Oriented Leadership on Employee Satisfaction and Subsequent Staff Turnover;
- Contingent Factors and Leader Effectiveness or Ineffectiveness;
- Perceived Value of ‘Democratic Leader Behaviour’, Dispensing Participative Leadership;
- Perceived Value of ‘Autocratic Leader Behaviour’;
- Value of ‘Performance Monitoring’ to Individual Effectiveness;
- Result Orientation Leadership vs. Process Oriented Leadership;
- Transformational Leadership and Charisma;
- Mission Progress Articulation;
- Leading Through Delegation;

## **Part 3: Executive High Performance Leadership (3)**

- Characteristics of LPC Managers and Their Relationship to McGregor’s Theory X and Theory Y;
- Characteristics of Low LPC Managers and Their Relationship to Autocratic Leader Behaviour;

## **Part 4: Print Media Relations**

- Presumed Impartiality of the Media;
- Prominence of Electronic Media;
- Dealing with the Media;

## **Part 5: Employee Relations**

- Strong Employee Relations towards Solid Organizations;
- Dealing With the Public Sector Employees;



- Trusted Communications;
- Credibility;

## **Part 6: Multicultural Community Relations**

- Community Social Responsibility;
- Community Relations Expectations;
- Objectives of Community Relations;

## **Part 7: Government Relations: Enhancing Public Relations Effectiveness**

- Public Relations;
- Public Relations in Government;
- Government Practitioners;
- Two Prominent Departments;
- The President;

## **Part 8: Consumer or Client Relations in Public Relations**

- Worldwide Consumer Class;
- Objectives of Consumer Relations;
- Consumer-Generated Media;
- Customer Complaints Handling;

## **Service Contract, incorporating Terms and Conditions**

**Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.**

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extinuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**