



## Assertive Communication Skills for Managers and Team leaders

24 - 25 October, 2011

**School of Media and Communication (SMC),  
Pan-African University**

The School of Media and Communication (SMC) of the Pan-African University was established to help practitioners in the industry improve standards, professionalize their activities and communicate good values. The mission of the school is to provide cutting edge research findings and Professional Education services that will assist practitioners in media and communication optimize their creative skills and better serve their communities.

The SMC is envisioned to be the leading school in Nigeria and Africa in research and training for professionals in media and communication. Graduates of her programmes would be expected to uphold the highest intellectual, ethical and professional values that promote creativity, responsibility and best practice.

The idea of professionalism pursued by the SMC is drawn from the teachings of St. Josemaria Escriva, the Founder of Opus Dei. The Prelature of Opus Dei, an institution of the Catholic Church, takes responsibility for guaranteeing that the Christian vision of man and society underlies all teaching, publishing and research activities of the school.



**SMC**  
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**SMC**  
PAN-AFRICAN UNIVERSITY

SCHOOL OF MEDIA AND COMMUNICATION (SMC)

2-DAY SEMINAR

## Assertive Communication Skills for Managers and Team Leaders



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*“..to train managers and supervisors on the assertive and effective communication skills they need to build team cohesion and drive up staff effectiveness. ...”*

When goals are set and decisions are taken in any organizational setting, it often falls to different levels of managers, supervisors and team leaders to mobilize, motivate, direct, and work with other staff to achieve the set goals. But the communication and relational style adopted by managers could make a critical difference between failure and success. A brash and aggressive style could destroy social cohesion and team spirit in the work place, while a passive relational style could force the wheel of organizational efficiency grinding to a halt.

Assertive communication is motivational, goal-directed and effective because it begins with a respectful recognition of the essential worth and importance of every member of the working team.

The main aim of this seminar is to train managers and supervisors on the assertive and effective communication skills they need to build team cohesion and drive up staff effectiveness in the work place.

## Methods of Delivery:

- Presentations
- Practical/interactive sessions
- Role play

## Other objectives are:

- To sensitize participants on the importance of emotional intelligence in inter-staff relations in the work place.
- To re-train supervisors and managers on how to energize staff for better performance through personal example and positive grit.
- To train participants on the techniques and vocabulary of work place persuasion.

## Topics to be covered include:

- Understanding Assertive Communication.
- Techniques and vocabulary of work place persuasion.
- Understanding Emotional Intelligence in work place relations.
- Building inter-staff chemistry through communication.
- Communicating decisively.

## For Whom

Managers, Supervisors, Team Leaders, Business Owners, Public Relations and Marketing officials, Human Resource and Corporate Affairs officials, Departmental and unit heads, Principals/Proprietors of schools and Institutional heads, and anyone that actively communicates with others in the public domain.

## FACULTY

### Prof. Emevwo Biakolo:

A Professor of Cultural Communication, Emevwo Biakolo has over 26 years of University teaching in Nigeria and abroad. He has spent 15 years of journalism practice at senior editorial level and 10 years of management experience in the communication industry. From 1998-2007 he worked as Director, Communication and Publishing of Black Accents Communication in Gaboronne, Botswana. Prof. Biakolo is the Dean of the School of Media and Communication of the Pan-African University.

### Dr Mike Okolo

Dr Okolo is the Director of Professional Education in the School of Media and Communication (SMC), Pan-African University. As the Corporate Affairs Manager of the university (a position he held till January 2009) he was a pioneer staff of the SMC that has developed into a school of repute, running academic, as well as Professional Education. He is also a faculty at the school in the area of Corporate Communication.

### Dr. Austin Tam-George:

Dr Austin Tam-George is a communication and Industrial Relations strategist with a PhD from the University of the Witwatersrand, South Africa. He has extensive consulting experience in executive capacity building in Nigeria and South Africa. In 2008, he worked as Research Consultant for the New Partnership for Africa's Development (NEPAD – an agency of the African Union (AU), in its good governance monitoring projects across Africa.

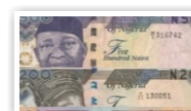


## GENERAL INFORMATION



### Certificate

A Certificate will be awarded to participants who attend all the modules and fulfill all the requirements of the course.



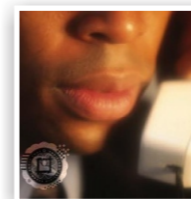
### Course Fee

N150,000 per participant. This fee covers all course materials, Tea and Lunch.



### Venue

Pan-African University, Victoria Island Campus, 2, Ahmed Onibudo Street, Victoria Island, Lagos.



### Enquiries and Registration

Further information on the programme can be obtained online @ [www.smc.edu.ng](http://www.smc.edu.ng) by calling **Doris** on **0805 812 7207, 01-896 7462** or **Juliet** on **0806 638 5629**  
Email: [info@smc.edu.ng](mailto:info@smc.edu.ng)

### Programme Dates

2011 October

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 30 | 31 |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

■ Class sessions  
24 - 25 October, 2011

