MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Executive Leadership and Management

Public Relations Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2678	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Leaders are role models in planning, communication, and coaching and employee recognition. Their efforts result in increased employee loyalty, greater innovation and improved customer satisfaction. The course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching and teambuilding to quality assurance and leadership skills. This challenging and highly participative programme will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioral styles and proven leadership strategies as well as creating a competitive outlook of the organization.

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This programme focuses on what it takes to build the culture, the processes and the relationships that will lead to long-term growth and financial sustainability. In an environment of media scrutiny and greater public demands for freedom of information, an organization’s essential asset (its brand value) is its reputation

Course Outcomes

- Describe the importance of the leader as a role model for customer service excellence.
- Establish the importance of setting and reviewing customer service standards.
- Describe techniques to motivate teams and individuals for peak performance.
- Bolster your organisation’s reputation through an effective public relations programme and strategy.
- Prepare a PR crisis manual and train others in PR crisis handling.
- Understand the fast-shifting digital environment, and how it can work for you.
- Develop effective communication strategies to promote team building.

Course Outline / Curriculum

Creating a Customer-Focused Organization

- Vision and mission of a customer focused organization
- Case study: Benchmarking world-class customer service companies
- The roles and responsibilities of a customer-focused manager
- Breakout session: Are you a leader or manager?
- The importance of presenting a professional business image
- Breakout session: Customer service from the heart
- Case study: Best practices - Xerox’ Five Pillars of Customer-focused Strategy
- Mastering nonverbal communication

Enhancing Leadership and Interpersonal Communication Skills

- Supervising the four personality styles
- Practical exercise: Determining your management style
- Overcoming communication barriers in the workplace
- Practical exercise: Listening Awareness Inventory
- Practical exercise: The most admired character traits of leaders
- The supervisor’s role in conflict resolution and service recovery
- Facilitation Skills: Managing group dynamics
- How to Give and receive constructive feedback
- Setting Customer Service Policies and Performance Standards
- Dr. Deming’s Fourteen Points of Total Quality Management
- Traditional manager versus TQM manager
- Setting SMART objectives to improve customer satisfaction
- Breakout session: Developing a call centre checklist
- Best practices: Methods of measuring and monitoring customer satisfaction
- Empowering frontline employees to better serve their customers
- Breakout session: Developing a customer service complaint checklist
- Role-play exercise: Working with difficult or demanding customers

Building High-Performance Teams and Motivating Individuals

- The building blocks of a high-performance team
- Your customer service is only as good as your worst employee
- Team building exercise: The paper tower
- The power of mutual support and cooperation
- Building teamwork with support and recognition
- Coaching and mentoring techniques

The impact of stress on individual and team performance

- The benefits of teamwork and mutual cooperation

Leading the Way to Superior Customer Service

- Recruiting, interviewing and hiring quality personnel
- Developing and implementing effective training
- The importance of attitude and teamwork
- Professional development and continuous improvement
- Setting performance goals and expectations
- Employee recognition and performance review
- Empowering, motivating and retaining frontline personnel

Course Wrap Up

- Public relations (PR) as a core function in your organizational structure and how it links toan overall marketing and communications strategy .
- How to develop and manage a PR strategy and programme, with buy-in across the organization reputation as an asset.
- What builds good public relations and what undermines good public relations.
- Best practice in PR crisis management
- The impact of the digital revolution on PR, and how to master social media
- The latest thinking on corporate social responsibility (CSR) and ethical issues in PR
- The role and function of political lobbying and public affairs

Target Audience

- Department managers; Team supervisors; Frontline customer service representatives (CSR); Accounts managers; Public Relations Officer/Managers; Business development Managers; Marketing Managers/Representatives

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Public Relations Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____