

Level 5 Strategic Communications & Leadership

Indicative content

*Whilst not exhaustive this document provides an illustration of topics and themes in this unit. **NOTE:** When completing CICM assignment units it is not intended that learners include **ALL** the suggested areas below, rather, they are intended as guidance on the type of content you may study and include. CICM assignments require a high level of personal application. Therefore, when completing them careful consideration needs to be given to the relevance within your organisation, industry and your specific role.*

- Communication theories and analysis techniques
- Sources of conflict, aspects of conflict internally and externally, conflict styles
- Conflict management and resolution
- Negotiation and influencing techniques
- Importance of good leadership in achieving goals and objectives
- Measuring team performance against organisational goals
- Concepts of influence, authority and power and the responsibilities of leaders
- Effectiveness of leaders in achieving goals including attributes of a good leader
- Factors that influence behaviour at work
- Strategies for building motivation, high level skills and responsibility

Assessment: Assignment