

PUBLIC RELATIONS

Future PR Leadership & Intelligent Public Relations Transformation

A two-day programme in pr leadership & transformation, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A capstone leadership program designed to transform senior PR practitioners into agile, technology-empowered communications directors capable of driving strategic, company-wide transformation.

What participants will learn

- 01** Transformational Leadership: Evolve from a functional manager to a strategic executive partner.
- 02** Modern Team Building: Build and lead high-performing, multi-skilled communications teams.
- 03** Tech Stack Optimization: Evaluate, integrate, and scale enterprise PR technology platforms.
- 04** Strategic Influence: Secure C-suite alignment and board-level budget approval for PR transformations.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Executive Capstone: Designing a comprehensive 3-year digital and strategic transformation roadmap for your PR organization.

Detailed programme

Day 1: The Evolving Role of the Chief Communications Officer (CCO)

01 The CCO as a Core Business Strategist

- Transitioning corporate communications from a tactical execution team to a core business engine.

02 Building & Structuring the Modern PR Team

- Designing agile comms teams with roles like prompt engineers, data analysts, and storytellers.

03 Auditing & Selecting the Comms Tech Stack

- Evaluating platforms for listening, pitching, CRM, content generation, and business attribution.

04 Managing Cross-Functional Relationships

- Building effective partnerships with Legal, Marketing, HR, Finance, and IT executive teams.

Detailed programme

Day 2: Driving Transformation & Future Preparedness

05 Leading Organizational Change & Tech Adoption

- Overcoming internal team resistance to new technologies, workflows, and automated systems.

06 Securing C-Suite & Board Buy-In

- Crafting business cases, ROI proposals, and strategic plans that win executive budget support.

07 Horizon Scanning & Long-Term Trend Forecasting

- Methodologies for monitoring emerging societal, technological, and regulatory trends.

08 The PR Transformation Blueprint

- Executive Capstone: Designing a comprehensive 3-year digital and strategic transformation roadmap for your PR organization.

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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