



**STRATEGIC COMMUNICATION SKILLS
FOR WOMEN LEADERS**
By Mashirima Kapombe

What is good communication?



- Captures your attention
- Confident
- Connects

Vision: A world class Professional Accountancy Institute.

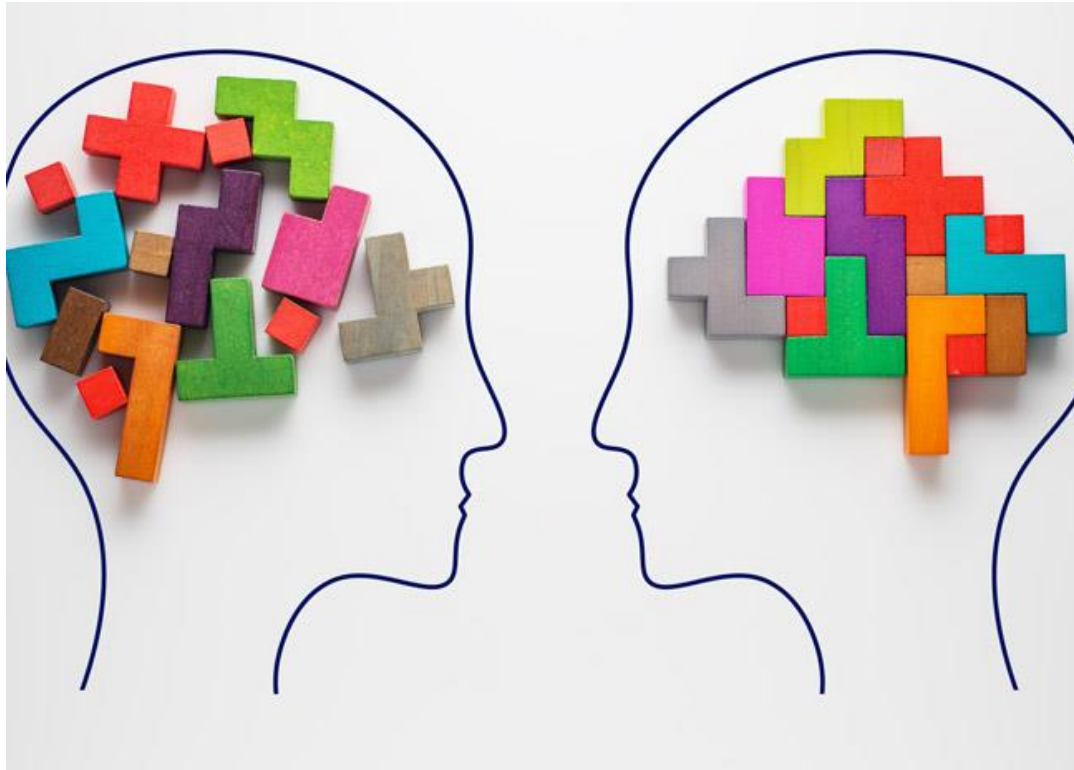
What is good communication?



- Authentic
- Knowledge
- Non-verbal communication

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What is good communication?



- Language
- Empathetic
- Assertive

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Personal Branding Entails...



- Strategy
- Positioning
- Networking

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Personal Branding Entails...



BRANDING

- Availability
- Reputation

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Public Speaking: What to do



- Look the part
- Know your content
- Maintain eye contact
- KISS

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Q & A SESSION

