

# Social Awareness & Community Development

Public Sector  
Madrid (Spain)  
13 - 17 Jan 2025

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# PARTNER



## Social Awareness & Community Development

**Ref:** 321608\_141762 **Date:** 13 - 17 Jan 2025 **Location:** Madrid (Spain) **Fees:** 4400 Euro

### Introduction

Don't we often find ourselves in situations where we have said or done something that we shouldn't have done? Don't we often create awkward situations by unsuitable remarks or comments in a group? All of these results from having lack of proper social awareness. In any kind of situation, whether professional or personal, success and well-being largely depend upon how you manage and communicate with people. And all this comes down to one single skill — having a robust social awareness. Our expert instructors present social awareness skills for all levels of in this engaging training program.

### Course Objectives of Social Awareness & Community Development

- Introduce the concept and elements of social awareness
- Get introduced to public awareness and the influence factors
- Acquire the skills of setting social awareness objectives
- Adapt the essential social communication skills
- Be able to plan, prepare speeches and presentations Public speaking
- Acquire new skills in dealing with public questions
- Be able to overcome nervousness and anxiety during social awareness
- Comprehend the different types of audiences
- Acquire critical persuasion and influence skills

### Social Awareness & Community Development Course Outlines

#### Day 1

##### Public Awareness

- Leadership and its role in social awareness
- Social dimensions of public awareness
- Social conditions of public awareness
- Media weapons in social awareness
- The role of trends in public opinion in social awareness
- Training: factors in media selection

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## Day 2

### Communication and Social Processes

- Social communication methods
- Communication and social issues
- Communication and behavior modification
- Communication and guidance
- Communication and public relations
- Information material and its influential dimensions
- Practical training: Communication and social awareness "Role play"

### Communication and Social Awareness

- Psychological foundations of communication
- perception and emotional sense
- Communication and social interaction
- Recognizing both the sender and the receiver as the basis for social interaction
- Mental and emotional social interaction
- Balance and imbalance in social interaction
- Survey: Are you connected well?
- Training: body language and social interaction

## Day 3

### Persuasion and Social Awareness

- The concept of persuasion
- Persuasion and behavioral change
- The role of body language in persuasion and influence
- Communication strategies
- The Fishbane model and persuasion
- The impact of persuasion on social change
- Case studies: How to be effective and persuasive

## Day 4

### Presentation skills for social awareness:

- How to make an effective presentation
- Boring social conversations
- Effective presentation principles
- Building the presentation
- Basic rules for good presentation
- How to create a good impression
- Practical training: how to make a good presentation

### Public Speaking

- Presentation skills for non-professional speakers
- What kind of speaker are you?

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- Four components of effective public speaking
- How to be a public speaker
- What do you need to maintain a good relationship with your audience?
- Practical training: How to prepare a mass interview in 10 minutes?

## Day 5

### Skills of Dealing with the Public

- How do you overcome your fears?
- How do you grow your confidence?
- How do you overcome nervousness?
- How do you deal with questions and answers?
- How do you rate yourself?
- How do you deal with different audiences?
- Practical training: behavior of different patterns of the masses

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