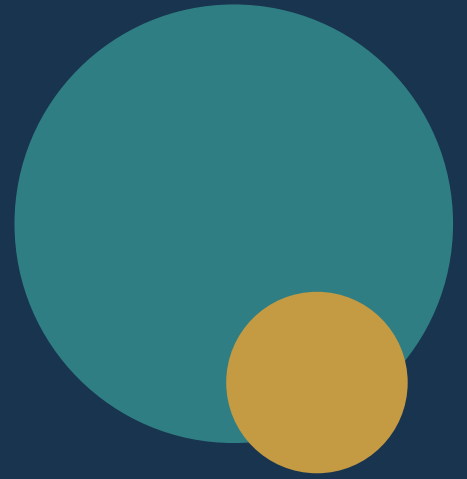


INSTINCT FIELD TRAINING ACADEMY

Certified Leadership & Communication Skills

Professional Training Programme

Leadership | Communication | Influence | EI | Negotiation | Trust



For Daily Living
www.fordailyliving.com

Because you can.

Programme Overview

Develop practical leadership and communication skills for modern professional environments. This programme combines communication, emotional intelligence, negotiation, feedback and influence with the Attention Clock and Instinct Field approach to awareness, timing, behaviour and human interaction.

Designed for leaders, aspiring leaders, managers, team members, coaches, trainers, sales professionals and anyone whose role depends on communicating clearly and influencing outcomes positively.

The programme develops:

- Clear and confident professional communication.
- Active listening and stronger interpersonal awareness.
- Emotional intelligence and self-regulation.
- Feedback, difficult conversations and conflict handling.
- Influence, negotiation and relationship building.
- Leadership presence, trust and credibility.
- Non-verbal communication and behavioural observation.
- Communication under pressure and during change.

Leadership Through Communication

People experience leadership through behaviour.

Leadership is communicated continuously through words, tone, timing, attention, body language, decisions and emotional responses. The programme develops the ability to communicate intentionally while remaining aware of how other people are responding.

- Listen before responding.
- Observe before interpreting.
- Create clarity before adding complexity.
- Regulate emotion before difficult conversations.
- Match communication to the person and situation.
- Use timing as part of effective leadership.
- Build trust through consistency and reliable behaviour.

Strong communication is more than speaking well. It is the ability to understand, adapt, influence, clarify and maintain productive relationships across changing situations.

Training Modules 1-6

1. Communication Foundations

Message clarity, purpose, audience, channels, barriers and choosing the right communication approach.

2. Active Listening

Listening without interruption, paraphrasing, questioning, checking understanding and creating space for others to contribute.

3. Emotional Intelligence

Self-awareness, self-regulation, empathy, motivation and social skills in professional relationships.

4. Non-Verbal Communication

Body language, posture, facial expression, eye contact, pace, tone and behavioural consistency.

5. Constructive Feedback

Giving specific, actionable feedback, balancing clarity with respect and building a healthy feedback culture.

6. Difficult Conversations

Preparing for sensitive discussions, maintaining composure, separating facts from emotion and moving toward workable outcomes.

Training Modules 7-12

7. Influence & Persuasion

Building credibility, framing ideas clearly, understanding priorities and influencing without unnecessary pressure.

8. Negotiation Skills

Information gathering, objectives, strategic communication, emotional control, adaptation and reaching workable agreements.

9. Leadership Presence

Consistency, confidence, reliability, attention, calmness and how leaders become reference points within groups.

10. Conflict & Relationship Repair

Recognising disagreement early, listening to perspectives, de-escalation, mediation thinking and rebuilding trust.

11. Communication During Change

Explaining uncertainty, setting direction, handling resistance, maintaining trust and adapting communication as situations develop.

12. Personal Communication Development

Self-review, communication goals, reflection, feedback, practice plans and continuous improvement.

Instinct Field Communication

The Instinct Field and PEP material adds a second layer to conventional communication training: how people read patterns, notice pressure changes, interpret behaviour and adjust their communication before a situation deteriorates.

- Behavioural observation: noticing changes in movement, tone, pace, attention and engagement.
- Timing awareness: recognising when to speak, listen, pause, intervene or allow space.
- Social geometry: noticing who is connected, excluded, influential, resistant or uncertain within a group.
- Reactive volatility: managing impulsive communication and emotional escalation.
- Predictive awareness: recognising developing patterns before they become larger communication problems.
- Leadership stability: using calm, consistent communication as a reference point for others.

The objective is to help learners communicate with greater awareness - responding to the real situation rather than relying on one fixed communication style.

Practical Communication Activities

- Practise active listening and summarise another person's position before responding.
- Review body language and non-verbal signals during a discussion.
- Deliver constructive feedback using a realistic workplace scenario.
- Plan and role-play a difficult conversation.
- Complete an emotional-intelligence self-review.
- Prepare a negotiation with objectives, likely objections and alternative outcomes.
- Analyse a team discussion for participation, influence and communication gaps.
- Practise adapting the same message for different audiences.
- Identify communication triggers and create a self-regulation plan.
- Build a personal leadership and communication development roadmap.

Each major topic is designed to produce practice, reflection or a usable communication tool - turning theory into behaviour.

Who This Certification Is For

- Aspiring and experienced leaders.
- Managers and team leaders.
- Professionals preparing for promotion.
- Sales and customer-facing professionals.
- Coaches, trainers and facilitators.
- Small-business owners and entrepreneurs.
- Project leads and people working across teams.
- Anyone wanting stronger professional communication and influence skills.

Useful across

- Leadership and management.
- Meetings and presentations.
- Negotiation and sales.
- Coaching and mentoring.
- Conflict and difficult conversations.
- Teamwork and organisational change.

Learning & Certification

The programme is structured as applied professional development. Learners move from communication foundations into emotional intelligence, influence, negotiation, leadership presence and the Instinct Field perspective.

Programme components

- Structured video lessons and presentation modules.
- Workbook tasks and reflective exercises.
- Communication scenarios and role-play activities.
- Listening, feedback and negotiation practice.
- Knowledge checks and course assessment.
- IFTA professional certificate following successful completion of the programme requirements.

The objective is a practical communication toolkit that can be applied immediately in leadership, workplace and client-facing situations.

Part of the 8 Pillars for Daily Living

Leadership & Communication Skills forms part of the wider For Daily Living professional-development ecosystem and draws on material from The Attention Clock and the PEP / Instinct Field framework.

- Leadership and communication.
- Management and team development.
- Emotional intelligence.
- Mindset and personal development.
- Instinct and situational awareness.
- Negotiation, influence and relationships.
- Performance and professional growth.

Read the books. Take the course. Apply the framework. Develop stronger leadership and communication skills.

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