**APPLY FOR TRANSFORM4EUROPE**

**TRANSFORMATIONAL LEADERSHIP PROGRAMME (WP5.4)**

The Transform4Europe Alliance invites academic staff holding top and middle managerial position at the universities (i.e. deans, vice-deans, heads of doctoral schools, heads of institutes, degree programme directors etc.) of T4EU universities to participate in the course **Fostering People’s Engagement - motivation and empowerment through communication**, which will take place in **13th of March 2025**. The course will be delivered on the “MS Teams” platform and held in English.

This course is designed to equip participants with the tools to use argumentation as a motivating and empowering resource in leadership communication. Through structured and effective messaging, leaders can reduce communication barriers and engage more meaningfully with their teams.

We encourage you to take advantage of this opportunity and register for the webinar to further develop your leadership competencies.

**Fostering People’s Engagement - motivation and empowerment through communication**

13th of March (Thursday), 08.50–12.50 CET. MS Teams. [Register here!](https://forms.gle/QEjQVxxupZEYKYi76) Registration is open until 11th of March.

**LECTURER** – **Kai Klandorf**

Kai holds a Bachelor's degree in education and a Master's degree in English from the University of Tartu. In recent years, Kai has furthered her education by obtaining a coaching qualification, which allows her to incorporate the techniques into argumentation and team training. [More information.](https://www.speaksmart.ee/services/teamwork)

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The first part of the training will focus on argument learning - what is an argument and how clear, effective, structured messaging can reduce communication barriers.

In the second part, we will look at how the argument model can be used to engage in a motivating and empowering way. In the leader's toolbox, clear self-expression is essential and helps foster collaboration. To this end, we will also look at how to respond empathetically to the argument.

**Schedule:**

08:50 – 09:00 Assembly and technical check

09:00 – 11:00 Communication and Argument:

* how communication and persuasion works;
* communication barriers in the work of leaders;
* what is an argument and how it can reduce communication barriers.

11:00 – 11:30 Lunch break

11:30 – 12:50 Reasoned Engagement:

* argument refutation;
* empowering and motivating argumentative communication.