



## Course objectives:

 Shedding light on the concept and importance of public relations and methods of its development, and stating the objectives of building a public relations network for the security commander.

Security

- Analysis and discussion: Is dealing and communication a science? Or art?
- Analyzing and discussing forms of interaction and communication in the administrative and security field.
- Explaining the importance of communications and its impact on the success of security work.
- Introducing the concept of communications and its importance in communicating ideas and information to create common understanding and mutual trust.
- Introducing participants to the main problems facing communications.
- Introducing participants to ways to improve communication skills
- Introducing participants to the difference between team spirit and morale.
- Defining the relationship between team spirit, administrative efficiency, and security discipline

## Course Outline:

- Concepts of effective dealing and communication with the public and public relations in the administrative field.
- Methods of developing public relations in the administrative field.
- Discussion and analysis: Is public relations a science? Or art?
- Effective dealing and communication in the administrative field.
- Methods of overcoming disagreements by the administrative leader.
- The importance of communications in administrative work.
- Definition of the concept of communications in terms of:
- The main problems in communications.
- Methods for improving communication skills.
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• Team spirit as an emotional mental state

## Team spirit as an emotional mental state of the security group in terms of:

- The foundations upon which team work is based.
- Factors that affect team spirit.
- Analyzing methods for developing team spirit in administrative work.
- Methods of dealing with certain types of bosses (not all bosses are giants and not all are dwarves).
- Stress and pressures of administrative work and how to get rid of cases of frustration in administrative work.
- Concepts and methods for overcoming differences between the administrative leader and his subordinates or the administrative leader and his superiors







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