

COMMUNICATION FOR THE SENIOR LEADER®

OVERVIEW

Communication for the Senior Leader explores the fundamentals of effective leadership communication at the most senior levels of organizations. In attending, senior managers and VPs will strengthen their ability to inspire others every time they speak. Participants will learn how to navigate the complex political environments that are today's organizations. They will explore how to build effective networks and identify and further relationships that are important to their success.

At the core of this program is The Humphrey Group's Leadership Model®. This approach teaches participants to adopt the mindset of a leader, to script themselves as a leader, to use the language of leadership, and to speak with a dynamic presence.

TARGET AUDIENCE

Communication for the Senior Leader is designed for individuals at the senior manager and executive level who wish to develop their leadership and communication skills.

POWERFUL LEARNING OUTCOMES

Leaders who attend this course will learn to:

- View communication as a leadership opportunity.
- Speak with vision: both aspirational and achievable.
- Distill thinking into a focused message.
- Use a clear, logical structure in every communication.
- Display the presence, both physical and verbal, of a leader.
- Distill complex information into a brief inspirational communication.
- Answer questions confidently while furthering their leadership agenda.
- Understand the power dynamics that are at play in their organizations.
- Build effective internal and external networks.
- Identify and develop relationships with key stakeholders.

LEARNING EXPERIENCE

Communication for the Senior Leader combines practical learning with extensive personal feedback. Working in small groups participants prepare for and deliver upcoming talks, roleplay challenging Q&A sessions, and practice relationship building. Every participant will receive personal feedback during the program, including videotaped feedback on their presence.

DAY ONE

I. LEADING AT SENIOR LEVELS

- Articulate a clear vision that will shape what you say and do.
- Share your deeply held convictions so others are moved by them.
- Move from an informational approach to an inspirational one.
- **WORKSHOP:** Participants will brainstorm ideas they would like to bring back to their organization after the course. These ideas are intended to reflect their leadership thinking, and will form the basis of a scripting exercise later in the day.

II. USING THE LEADER'S SCRIPT®

- Articulate a core message that drives action.
- Structure your thinking clearly and persuasively.
- Use clear, precise and confident language that inspires.
- Apply The Leader's Script to unplanned and impromptu communications.
- **WORKSHOP:** Participants will create a script for an upcoming communication that will advance the idea they identified earlier.

III. ACHIEVING EXECUTIVE PRESENCE

- Use the right eye contact, vocal pace expression, tone and body language.
- **WORKSHOP:** Participants will complete and deliver their script in front of the group. Feedback will be given on both the content of the script, and their executive presence. Videotaped coaching will be provided.

DAY TWO

IV. MASTERING "JUST GIVE ME THE BIG PICTURE"

- Distilling longer documents to their essential ideas (e.g. PowerPoint presentations).
- **WORKSHOP:** Using the principles of The Leader's Script, participants will reduce a detailed communication or presentation down to 2-3 minutes in length.

V. MASTERING Q&A

- Techniques for handling Q&As..
- **WORKSHOP:** Participants practice handling a variety of Q&A situations, including questions on their presentations. The instructor will provide feedback.

VI. ADVANCING RELATIONSHIPS AT SENIOR LEVELS

- Explore political intelligence and power dynamics inside/outside your organization.
- Identify who will help you turn your ideas into action.
- Determine your intended action, and a convincing message to advance your objective.
- Show up with a strong focus on inspiring action.
- **WORKSHOP:** Participants will determine relationships that are critical for driving their ideas forward. They will craft and role-play a brief script for advancing one of these relationships. They will receive coaching on both content and delivery.