OVERVIEW

Speaking as a Leader® is a comprehensive leadership communications program valuable to people at all levels of an organization.

The ability to speak with clarity and conviction is critical to leadership. To be truly effective, leaders must be able to inspire action every time they speak – from formal and informal presentations to conference calls, one-on-one conversations and Q&A sessions. Speaking as a Leader® meets this goal by enabling participants to speak as polished, influential leaders in every interaction.

SPEAKING AS A LEADER® – ENTERPRISE FORMAT

In the Enterprise version of Speaking as a Leader®, the learning is brought in-house through a train-the-trainer format. Typically, those who participate in the Train-the-Trainer course volunteer, or are selected by their organizations. In doing so, they take on a leadership role in developing others and spearhead the Enterprise rollout. Here, a select number of participants learn the skills to facilitate Speaking as a Leader® for both men and women in their organization. The benefit of this approach is that the newly seasoned facilitators have inside knowledge of challenges the participants face in their roles, and can customize examples and feedback to help them succeed while offering the opportunity to informally mentor and network.

Course materials for Train-the-Trainer include the Participant Guide, Facilitator Guide, and animated videos to support the learning for the modules. The Participant Guide and Facilitator Guide include exercises for each module to allow participants to practice and receive individual feedback from the facilitator and their peers.

These modules can be taken separately or as a complete program, and will support leaders in developing specific leadership communication skills.

The modules are designed around The Leadership Model®; The Humphrey Group’s methodology for achieving influential leadership through communication. Together, they focus specifically on how to: (1) adopt the mindset of a leader (2) communicate using a clear message and supportive structure, (3) cultivate the presence of a leader and (4) lead in conversations. The power of this approach lies in its scalability – it can be applied equally to a meeting with peers or to preparing a focused and message-driven report for an executive.
TARGET AUDIENCE

This version of Speaking as a Leader® is designed for large-scale ("Enterprise") rollouts within companies and is for men and women at all levels. Organizations purchase this program for a small per-participant fee, at a minimum of 200 participants. Organizations may also request unlimited licensing for this program.

POWERFUL LEARNING OUTCOMES

In attending the complete set of four Speaking as a Leader® modules, participants will strengthen their ability to consistently:

- Approach communication with the intent to inspire and drive action.
- Speak with clarity and conviction in every interaction.
- Develop an authentic leadership style that builds relationships and trust.
- Communicate a powerful message that is convincing and engaging.
- Plan effectively and have the courage to engage in critical conversations.
- Structure ideas on the fly in impromptu discussions.
- Cultivate the presence of a leader.

The following section outlines the four modules that comprise the program.

SPEAKING AS A LEADER® PROGRAM MODULES

MODULE I: ADOPT A LEADER’S MINDSET

The first module focuses on leadership as a mental process rather than a technical one. It is an approach by which you become connected to something in yourself that you believe the audience needs to hear and act upon. This will foster authentic leadership; it will allow you to share your inner beliefs so others can be transformed. The Leader’s Mindset will help you think consciously about using communication as a vehicle for leadership. It is made up of six guiding principles, which collectively provide the foundation for speaking as a leader.

Thinking like a leader:

1. Begins with vision.
2. Involves conviction.
3. Means moving from information to inspiration.
4. Requires courage.
5. Is a constant, everyday process.
6. Is audience-centered.

MODULE II: CREATE A LEADER’S SCRIPT

Leaders communicate with clarity and focus. They talk about ideas and stick to their message even when tensions rise. This module will show participants a simple framework they can use to organize their thoughts and sound like leaders every time they speak. They will also learn how to end interactions the right way and secure a commitment to next steps. Participants will develop scripts for actual upcoming leadership opportunities.
MODULE III: ACHIEVE A LEADER’S PRESENCE

Once participants are confident in what they are saying, they will need to focus on how they are saying it. Great leaders are often said to have presence. In this module, participants will learn how they can project their authentic presence when speaking so that they connect with the audience. They will learn to hold the room with strong gestures, a powerful stance and an expressive voice. Participants will develop their own personal style that inspires and engages. They will discover how to perform their leadership roles with a compelling presence that engages their audience. Participants will be introduced to guidelines they can use to develop their presence and engage their audience every time they speak. Each participant will deliver a talk to the group and receive individual presence coaching.

MODULE IV: LEAD IN EVERYDAY CONVERSATIONS

Improvisation defines a way of life for today’s business leader. Everyday conversations are often “leadership moments.” In this module, participants will learn to think on their feet and influence others in one-to-one conversations. This requires being clear in their thinking, getting to the point and listening. They will learn how to diffuse challenging conversations by using active listening techniques. Participants will role play everyday situations and become skilled at leading in conversations.