



STRATEGIC COMMUNICATIONS

Enhances the way **leaders, managers and individual contributors** communicate business-critical information to internal and external audiences to drive specific business results.

Strategic Communications provides participants The Complete Approach® methodology when preparing, delivering and sustaining their business communications, enabling them to be effective, credible and strategic communicators.

PROGRAM GOAL AND OBJECTIVES

Individuals will be well organized, audience-focused, confident and persuasive communicating ideas to any audience. Specifically, each participant will be able to:

- Understand the intuitive communication process that helps audiences understand and accept new ideas
- Assess and address audience needs and interests to ensure audience-focused messages
- Incorporate audience-first thinking when organizing business-critical information
- Develop and incorporate appropriate visual support to maximize impact
- Understand and choose the most effective communication channels for building audience support and willing participation
- Incorporate guidelines and protocols to increase the effectiveness of their e-mail, face-to-face and telephone communications
- Develop a Personal Communication Standard that supports audience-focused, consistent and authentic communications
- Understand the role vocal and visual behaviors play when communicating information
- Create and use questions to stimulate interaction and receive feedback
- Learn and apply specific techniques in order to maintain control while handling difficult or challenging interactions

PROGRAM PRE-WORK

Participants should bring to the program current, real-life business-critical information they plan on communicating after the program. The program will be used to help the participants prepare a plan for communicating this information and practice executing their plan.

PROGRAM LOGISTICS

- One-day program for up to 20 participants
- Interactive discussions, individual and group exercises and in-room coaching and feedback on the real-life application of strategies, processes and tools learned throughout the program
- Continuous post-program telephone and e-mail support for all participants