



STRATEGIC LEADERSHIP COMMUNICATIONS

PROGRAM OVERVIEW

Strategic Leadership Communications provides best practice communication strategies, processes and tools that will improve the way leaders communicate business-critical information to internal and external audiences to drive specific business results.

Strategic Leadership Communications provides leaders with The Complete Approach® methodology when preparing for, delivering and sustaining their business communications enabling them to be intentional, audience-focused, strategic and authentic communicators across all communication situations.

PROGRAM GOAL & OBJECTIVES

The program maximizes learning through interactive discussions of best practices and application to “real-life” business critical information. Specifically, participants will be able to:

- Develop an intentional brand to establish accurate impressions and perceptions
- Incorporate a set of strategic communication principles that support all business communications
- Utilize a planning process that helps assess audiences and frames & formats communications to create audience-focused, consistent, explicit and engaging communications
- Understand how vocal and visual behaviors support Intentional Brand, audience perceptions and authentic communications
- Develop questions to stimulate interactions that create conversations, clarify understanding and promote audience participation

PROGRAM PRE-WORK

Participants should bring examples of current, real-life business critical information they plan on communicating after the program. The program will be used to help the participant apply the strategies, processes and tools learned in preparation for that specific communication as well as all future communications.

PROGRAM LOGISTICS

- 4-hour instructor-led program; in-person or via web-conferencing; maximum 24 participants
- Interactive discussions with exercises that enable participants to apply the principles, strategies and processes learned throughout the program
- Continuous post-program telephone and e-mail support for all participants