

COMMUNICATION FOR THE SENIOR LEADER®

Communication for the Senior Leader® explores the fundamentals of effective leadership at the most senior levels of organizations. Managing your brand, navigating complex political environments, and building relationships – in person and virtually – are requirements for effective leadership.

Delivered in partnership with The Humphrey Group Inc., this powerful program focuses on the links between leadership and communication at the highest organizational levels. You will learn to apply an inspirational leadership approach that will enable you to drive people to action every time you write or speak.

LEARNING OBJECTIVES

Participants who attend this course will learn to:

- View communication as a leadership opportunity
- Communicate a compelling vision
- Distill complex thinking into clear messages
- Cultivate the presence, both physical and vocal, of a leader
- Answer questions confidently while furthering their leadership agenda
- Craft a strong and authentic leadership brand
- Identify and build relationships with key stakeholders
- Navigate complex power dynamics strategically

WHO WILL BENEFIT

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

LEARNING EXPERIENCE

At the core of this program is The Humphrey Group's Leadership Model. This program will challenge you to apply the components of the Leadership Model—adopting a leader's mindset, scripting yourself, using the language of leadership, and developing a dynamic presence—to a variety of forms of communication. You will have the opportunity to prepare a formal talk, role-play challenging Q&A situations, and practice building your brand and relationships with intention.

Dates: April 7 - 8, 2020

Program Delivery: Blended

Commitment: 15 hours

Investment: \$2,250

This course will be led by experienced professional consultants from The Humphrey Group, Inc. Please visit the Humphrey Group's website for details: thehumphreygroup.com

COURSE CONTENT

1. Pre-module online materials (80 mins)

Week of March 30, 2020

2. Face-to-face workshops

April 7-8, 2020

I. LEADING AT SENIOR LEVELS

Identify and articulate your deeply held convictions, moving from an informational to an influential approach

II. USING THE LEADER'S SCRIPT®

Articulate a core message that reflects your leadership thinking; create a script to advance your ideas

III. ACHIEVING EXECUTIVE PRESENCE

Use the right eye contact, vocal pace, expression, tone, and body language; practice challenging meeting situations with videotaped feedback

IV. ADVANCING RELATIONSHIPS AT SENIOR LEVELS

Explore political intelligence and power dynamics, enhance your leadership brand to help you turn your ideas into action; devise and practice a script for nurturing a critical relationship

V. MASTERING Q&A

Techniques for handling Q & As, with videotaped feedback

GRANT FUNDING

This program could be eligible for grant funding that can cover up to 2/3 of the program costs. An Executive Education team member can help you bundle courses to meet the minimum hours needed for eligibility.

For more information: execed@haskayne.ucalgary.ca

Register online: haskayneexeced.ca

Please note: all participants will be videotaped and will review the footage with the instructor for learning purposes.

REGISTER NOW

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