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.

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

*Program schedule and content is subject to change. Please visit haskayneexced.ca for the most up-to-date program information.
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: October 26 & 27, 2022
Program Delivery: In-Person
Commitment: 15 hours
Investment: $2,195
Course Content

1. Week of October 17, 2022: Pre-module online materials (80mins)
   Communicating as a Senior Leader

2. October 26 & 27, 2022: Face-to-face workshops
   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 relationship at senior levels
   Explore political intelligence and power dynamics, enhance your leadership brand to help you turn ideas into action; devise and practice a script for nurturing a critical relationship

   V. Mastering Q & As
   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