



# Communication for the Senior Leader<sup>®</sup>

**Effective communication is not just an essential skill – it's the cornerstone for leadership.**

Delivered in partnership with The Humphrey Group Inc., Communication for the Senior Leader<sup>®</sup> dives into what it means to be an effective communicator at the most senior levels of your organization. You will learn to articulate your ideas with clarity, rethink your leadership approach, and tailor information to suit different audiences. You will gain the expertise to manage your brand, navigate complex political environments, and build relationships, both in person and virtually.

This course will be led by experienced professional consultants from the Humphrey Group, Inc.

## Learning objectives

In this two-day, in-person program, you will learn to:

- View effective communication as an opportunity to refine your leadership skills
- Communicate your vision with more clarity
- Distill complex thinking into clear messages
- Cultivate the presence of a leader, both physically and vocally
- Answer questions confidently and become a more engaging presenter
- Craft your personal leadership brand
- Build and maintain relationships with key stakeholders
- Navigate complex power dynamics strategically

## Who will benefit

If you are a senior manager or in an executive-level role, and are looking to develop your leadership and communication skills, this program is for you.

## Learning experience

This program will challenge you to apply the components of The Humphrey Group's Leadership Model to a variety of communication forms. This involves adopting a leader's mindset, scripting yourself, using the language of leadership, and capturing the attention of your audience. You will have the opportunity to prepare a formal talk, role-play challenging Q&A situations, and practice brand- and relationship-building with intention.

**Dates:** September 12 & 13, 2024

**Program delivery:** In-person

**Commitment:** 15 hours

**Investment:** \$2,195



# Course content\*

## 1. Week of September 2, 2024: Pre-module online materials (80mins)

Communicating as a Senior Leader

## 2. September 12 & 13, 2024: 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 situations with videotaped feedback

### IV. Advancing relationships 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

Learn techniques for handling Q&As, with videotaped feedback

## Support available

**Group registrations:** Get a preferred rate when three or more people from your organization enroll.

**Bundle discount:** Receive a discounted rate when you enroll in two or more courses at the same time. Contact [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca) for the discount code.

Register online: [haskayneexeced.ca](http://haskayneexeced.ca)

## Register now

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