



The Conference Board  
of Canada

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du Canada

**Niagara Institute**

**Institut Niagara**

PUBLIC PROGRAM

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



## A Humphrey Group Program offered by The Niagara Institute

Communication for the Senior Leader<sup>®</sup> explores the fundamentals of effective leadership communication at the most senior levels of organizations. In attending, senior managers and VPs strengthen their ability to inspire others every time they speak.

Participants will learn how to navigate the complex political environments that are today's organizations. They will explore how to build effective networks and identify and further relationships that are important to their success.

At the core of this program is The Humphrey Group's Leadership Model<sup>®</sup>. This approach teaches participants to adopt the mindset of a leader, to script themselves as a leader, to use the language of leadership, and to speak with a dynamic presence.

## Ideal for Leaders of

● Self ● Team ● Department ● Division ● Organization

## Program Outcomes

- View communication as a leadership opportunity.
- Speak with vision: both aspirational and achievable.
- Distill thinking into a focused message.
- Use a clear, logical structure in every communication.
- Display the presence, both physical and verbal, of a leader.
- Distill complex information into a brief inspirational communication.
- Answer questions confidently while furthering their leadership agenda.
- Understand the power dynamics that are at play in their organizations.
- Build effective internal and external networks.
- Identify and develop relationships with key stakeholders.

## Assessments

Prior to the program, you will receive and complete a questionnaire that indicates your strengths and weaknesses. There is also a small amount of reading required before you attend this program.

## Key Program Features

Communication for the Senior Leader combines practical learning with extensive personal feedback. Working in small groups participants prepare for and deliver upcoming talks, role play challenging Q&A sessions, and practice relationships building. Every participant will receive personal feedback during the program, including videotaped feedback on their presence.

# Program Overview

PRE-PROGRAM PHASE	IN-PROGRAM PHASE		POST-PROGRAM PHASE
Pre-work	Day One	Day Two	Takeaways and Learning Sustainment
<p><b>Receive a short survey and article by email to complete prior to your attendance.</b></p> <ul style="list-style-type: none"> <li>Your survey will provide the program facilitator with a picture of your current communication skills and preferences.</li> </ul>	<p><b>Focus on the role of the senior leader in communications.</b></p> <ul style="list-style-type: none"> <li>You will be introduced to proven tools and a model for designing your message using strong, confident language and delivering it with an executive presence.</li> </ul>	<p><b>Apply what you have learned during practical sessions.</b></p> <ul style="list-style-type: none"> <li>Focus on delivering ‘the big picture’, mastering Q&amp;As and advancing relationships at a senior level with facilitator feedback and guidance.</li> </ul>	<ul style="list-style-type: none"> <li>Digital workbook for your reference.</li> <li>A copy of the book, <i>Speaking as a Leader</i>.</li> <li>Tools to help you apply what you’ve learned.</li> <li>Option to attend further programs and workshops at a preferred rate.</li> </ul>

## Program Partner

Communication for the Senior Leader® is developed and delivered by The Humphrey Group Inc. and offered in partnership with the Niagara Institute.



## Multiple Attendees

Maximize the benefits of this learning and increase the return on your investment by bringing this program into your organization or sending multiple people to one or more public sessions.

Call or email to discuss the benefits and special pricing.

Check [NiagaraInstitute.com](http://NiagaraInstitute.com) for the latest schedule and pricing.