



Communication for the Senior Leader®

Communication for the Senior Leader® is for leaders at the director level and above who must motivate and inspire their listeners. This program will show senior leaders how to move from the traditional reliance on PowerPoint to well-crafted notes and off-the-cuff scripts that convey confident leadership in everyday situations.

Through lectures, videotaped analysis, role plays, and one-on-one coaching, you will discover how to create your own, authentic leadership style.

The program focuses on three critical areas:

- ▲ Understanding the critical role of the senior leader as a communicator.
- ▲ Learning how to motivate different levels of listeners – from employees to CEOs.
- ▲ Developing the fullest range of motivational communication skills and executive presence.

Program Outcomes

- ▲ Identify daily opportunities to inspire
- ▲ Understand your mission as a senior motivator
- ▲ Learn to read your audience
- ▲ Shift your mindset from “expert” to “inspirational leader”
- ▲ Learn strategies of the great communicators
- ▲ Use the language of inspirational leadership
- ▲ Master a powerful Q&A strategy
- ▲ Discover how to achieve an executive style and presence that engages and heightens belief
- ▲ Put it all together so that your head, heart and body are fully engaged
- ▲ Gain “control of the room” when you speak
- ▲ Use 5 models of persuasion every day
- ▲ Make the language of leadership second nature
- ▲ Deliver an excellent “elevator pitch”
- ▲ Achieve consistency...a great performance every time you speak

Who Should Attend

This program is for leaders at the director level or above who want to be influential and inspirational, and want to have the strong communication skills required of successful executives.

Key Program Features

The Communication for the Senior Leader program offers special elements to provide an experience tailored to the senior leader:

- ▲ Guidance in crafting strong, succinct messages on the fly
- ▲ Collaboration in designing powerful off-the-cuff “scripts” that persuade others
- ▲ Individual feedback on your strengths and weaknesses in delivering a presentation
- ▲ Opportunities to practise several methods of communication in small group exercises



THE HUMPHREY
GROUP INC.

Program Partner

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

Program Agenda

Day One (10:00am – 6:00pm)

- **Introduction**—Overview of the program and what participants will achieve.
- **Communicating as a Senior Leader**—The role, responsibilities, and challenges of speaking as a senior leader.
- **Reading Your Audience: It's Key**—The higher up you are in an organization, the more challenging audiences can be. You will learn how to interpret the expectations of your audiences—from staff member to CEO.
- **Creating Powerful Scripts**—Learn how to design executive scripts – for formal, informal, and off-the-cuff situations.
- **The Language of Leadership**—Build credibility by internalizing the words of a leader – and using them everyday. Examples from the “greats.”
- **Craft Your Talk: Small Group Workshop**—In small group settings, participants design and deliver a short 3-5 minute talk to their team. They will receive feedback from the instructor.
- **Change Your Audience: Small Group Workshop**—Participants now take the script they wrote for employees, and transform it into an informal 1-minute message to their boss.

Day Two (9:00am –5:30pm)

- **Achieving Executive Presence**—Projecting executive presence through eye contact, pace, voice, expression, and body language. Video footage of great speakers in action.
- **Delivering a Talk: Small Group Workshop**—In small groups, participants deliver a talk created the previous day. They are videotaped, and receive feedback from an actor/coach.
- **Mastering Impromptu Speaking: Small Group Workshop**—This section teaches you how to be effective and persuasive in everyday situations. They will receive feedback from an actor/coach.
- **The Elevator Pitch: Small Group Workshop**—
- This role play focuses on selling your idea to a challenging audience – senior management – in a challenging timeframe – two minutes.
- **Mastering Q&A's: Small Group Workshop**—The ability to answer questions effectively is an important leadership competency. Participants learn how to shape their answers with a “bridge,” “message,” and key supporting points.

Day Three(9:00am –12:00pm)

- **Creating the Inspirational Speech: Small Group Workshop**—In this module you will learn how to create a formal scripted speech. Participants learn how to go from outline to polished remarks, and how to use embellishments and rhetoric effectively.
- **Delivering the Inspirational Speech: Small Group Workshop**—Participants will learn how to deliver a speech, including how to read a prepared text conversationally; how to stand at a podium; how to use gestures effectively.
- **Conclusion**—Program feedback and next steps.

Assessment Tools

You will receive and complete a questionnaire that indicates your strengths and weaknesses. There is also a small amount of pre-reading prior to your attendance at this program.

Maximize your Leadership... Maximize your Return

Take Communication for the Senior Leader® as part of *The Influential Leader Series*™ and take advantage of the series fee as well as the complimentary Series communication package – leather speaker's box, leather portfolio and framed certificate.

For more information,

Email: info@NiagaraInstitute.com

Call: 1-800-663-7305

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