

EFFECTIVE LEADERSHIP COMMUNICATION

A program for senior
level executives

PROGRAM OVERVIEW

The only way you can display leadership is by communication, written or oral, verbal or non-verbal, active or passive, you name it. Consequently, our ability to lead depends tremendously on our ability to communicate effectively.

Effective leadership communication could be defined as ways of interaction with those you want to lead that yield the outcomes you want to achieve.

The very intensive Effective Leadership Communication program will take you through the different ways you communicate. It will help you see and learn how through more effective leadership communication you can become more effective in creating the results you want.

METHODOLOGY

1. Preparation

Preparation is critical to achieve highest possible impact and may include interviews with stakeholders, personality assessment (we typically use Harrison Assessments), 360 degree assessments, shadow coaching and preparation questionnaires.

2. Interactivity

We emphasize the need for highly interactive learning. During training sessions we use various coaching skills that help integrating the learning to the real situations that the participants face in their daily work.

3. Practical Learning

The participants need highly practical tools that they can use right in the middle of the action.

4. Follow Up

To achieve proper transfer of what was learnt into daily behavior, follow-up through group coaching and/or 1:1 coaching is essential.

Who should participate:

Anyone who wants to become a more successful leader through better leadership communication

Objectives:

- To understand your current leadership communication patterns
- To learn how to choose the most appropriate communication approaches
- To develop certain aspects of your communication portfolio
- To achieve more impact with the 7 secrets of highly influential presenters

Benefits for Participants:

- More business success through highly motivated teams
- Improved retention of top talent – poor leadership is one of the most pertinent factors for top talent to leave
- Both, you and your company will benefit from an improved public brand image achieved through more professional and succinct leadership communication

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Typical Program Outline

Workshop (Day I)	Effective Leadership Communication
Communication Icebreaker	<ul style="list-style-type: none"> • Email competition exercise • Objectives of this seminar – findings from the preparation questionnaire
About Excellent Leadership Communication	<ul style="list-style-type: none"> • Why Leadership matters – about high engagement • The Making of a Great Leader • About Level V Leadership – Leading through influence rather than through title • Management principles leaders should adhere to as a result
Understanding My Communication Style	<ul style="list-style-type: none"> • Debriefing on Harrison Assessments (optional) • 3-5 Break-Out Teams working on one Paradox each: <ul style="list-style-type: none"> • Communication (frank vs. diplomatic) • Driving (warmth/empathy vs. enforcing) • Opinion (open/reflective vs. certain) • Power (helpful vs. assertive) • Drama Acting for a deeper understanding of the paradoxes • Consequences for my communication style as a leader • The optimal communication mindset
Tips when communicating to the 3 dimensions	<ul style="list-style-type: none"> • Expectations of Superiors • Challenges when communicating with Peers • Do's and Don'ts when talking to Subordinates
Influential Versus Persuasive Communication - Part I	<ul style="list-style-type: none"> • The difference between “Influence” and “Persuasion” • The Pyramid of Influence

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Workshop (Day II)	Effective Leadership Communication
Influential Versus Persuasive Communication - Part II	<ul style="list-style-type: none"> • Attitude & influence – limits of influencing • The four ways of influencing others' opinions • Understanding when to use which way based on the opinions paradox
Verbal & Non-Verbal Communication	<ul style="list-style-type: none"> • Increasing effectiveness of verbal communication through <ul style="list-style-type: none"> • Vocal Variety • Being 'Non-Judgmental' • Being Fully Present • Active Listening • Why non-verbal communication matters • Aspects of non-verbal communication <ul style="list-style-type: none"> • Attitude – a precursor to non-verbal communication • Body Language • Eye-Contact • Building Instant Rapport through 'Matching' Verbal and Non-Verbal Communication
Dealing with 'Difficult' People	<ul style="list-style-type: none"> • Why are some people 'difficult' to us • Analysis through Pyramid of Influence • Key principles of conflict management • Appropriate approach and strategies to deal with 'difficult' people more effectively
Action Plan	<ul style="list-style-type: none"> • Developing a personal action plan