

# **Effective Leadership Communication**



**A program for senior level executives  
including  
The 7 Secrets of Successful Presentations**

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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.

## **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:**

- 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

## **Methodology:**

- Pre-course preparation questionnaire
- 1-day highly interactive and experiential seminar
- One 90min follow-up group coaching session by phone (conference call)

## **Who should attend?**

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

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## **Leadership Communication Modes**

- 1:1 Conversation
- Interviews
- Team meetings
- Public speaking
- Presentations
- Workshops
- Written communication (emails, blogs, articles, etc.)
- Body Language

## **Communicating effectively with individuals**

- Become aware of your mindset first
- Our beliefs about what is right and wrong
- How to create win-win situations
- To understand the coaching mindset and to learn its appropriate use

## **The 7 Secrets of Powerful Presentations / Public Speeches**

- 1) Preparation
- 2) Adjusting the Mindset
- 3) Structuring the Presentation
- 4) Adding Drama
- 5) Your Voice is your Instrument
- 6) Your Body doesn't stop talking
- 7) Appropriate use of Aids and Props

## **Leading meetings, workshops and seminars**

- Basics on group psychology – how group communication is different from communication with individuals
- Pitfalls to avoid when working with groups
- The energy level of the group and its leader
- Tips for more effectiveness

## **Action plan for further development**

- Determine the key areas you want to improve
- Decide on activities including required time and resources
- Become aware of potential pitfalls to create back-up or contingency plan