

Developing Your Leadership Voice for Presence and Impact

Length: 3 Days

COURSE CONTENT

INTRODUCTION AND OVERVIEW

- Communicating is the key to leadership
- Reviewing key communication skills
- Inspiring change

UNCOVERING THE LEADER IN YOU: LOOKING IN THE MIRROR

- Discovering your personal values
- Mapping your roles and identity
- Decoupling authority from power

THE PERSUASIVE LEADER

- Leading with logic, credibility and emotion
- Selecting supporting tools

THE HONEST LEADER

- Integrating who you are with what you do
- Ensuring clarity, consistency and integrity
- Building your leadership voice
- Preserving authenticity when adapting your style

APPLYING LEADERSHIP OBJECTIVES: COMMUNICATING TO ACHIEVE RESULTS

- Defining your leadership goals
- Envisioning a new future
- Mitigating the change impact on others
- Turning resisters into supporters

DEVELOPING COMMUNICATION OUTCOMES

- Planning winning outcomes
- Translating objectives into communication outcomes
- Evolving outcomes
- Building your change champions
- Delivering the right message at the right time

IMPROVING YOUR POLITICAL GAME

- Investing in reputation and credibility
- Customizing your communication strategy
- Combining logic, emotion and credibility for the right mix
- Connecting with your audience

REFINING YOUR PERSONAL COMMUNICATION: EMPLOYING NONVERBAL SKILLS FOR GREATER IMPACT

- Preparing and knowing when to stop
- Communicating with more than words
- Interpreting body language

CRAFTING COMPELLING MESSAGES

- Simplifying and strengthening the message
- Packaging messages to achieve desired outcomes
- Asking "What's the point?"

EXPLORING COMMUNICATION STYLES

- Discovering your communication style
- Identifying how others communicate
- Flexing your style

RALLYING YOUR TEAM

- Communicating with emotional intelligence
- Working appropriately with reasoning and logic
- Linking your message to core motivations
- Drawing successfully on emotional appeal

SUSTAINING YOUR CHANGE INITIATIVE: TRIGGERING CHANGE IS JUST THE BEGINNING

- Dealing with stages of change
- Defining your team's needs
- Planning for progression
- Adapting to organic change

DEALING WITH DIFFICULT CONVERSATIONS

- Coping with anxiety
- Leveraging self-awareness
- Moving discussions forward
- Managing conversational traps
- Prioritizing people before process

PROGRESSING FROM THEORY TO PRACTICE

- Identifying your personal target
- Building a campaign
- Clarifying your short- and long-term priorities
- Combining tactics to maximize presence and impact
- Encouraging others to take action
- Transferring your skills from class to workplace