

Communication for the Senior Leader®

Deliver Inspiring Messages with Maximum Leadership Impact

In these incredibly challenging times, communication skills have never been more important for senior leaders.

Delivered in partnership with The Humphrey Group Inc., this program focuses on the strong links between leadership and communication at the highest organizational levels. Learn to articulate a compelling vision that drives people to action. Navigate conversations where political savvy is crucial, and build relationships at senior levels. Use communication to inspire others in daily interactions.

The interactive format facilitates social learning. You will have opportunities to network with your peers and to apply, test and receive feedback on the skills you are learning.

Online Program Format

Delivered over four weeks, the program includes:

- Four online sessions (1.5 hours each) facilitated live by an instructor from The Humphrey Group
- 60 minutes of 1-1 virtual coaching time with an instructor from The Humphrey Group
- Access to an online video for best practices on how to present powerfully and with conviction

Takeaways

- View communication as a leadership opportunity
- Communicate an inspiring vision
- Distill complex thinking into clear messages
- Cultivate the presence of a senior leader
- Answer tough questions with clarity and confidence
- Articulate an authentic leadership brand
- Build relationships with key stakeholders
- Navigate complex power dynamics strategically

Audience

Executives and senior managers (Director-level and above) who wish to develop the inspirational communication and leadership skills required of successful top-level leaders.

Program Content

Session 1: Leading at Senior Levels

Self-directed activities: Bringing your vision to the organization

Real-time online session: The foundations of inspiration

Topics:

- Articulating a clear vision that will shape what you say and do
- Sharing your deeply held convictions so others are moved by them
- Moving from an informational to an inspirational communication approach

Session 2: Using the Leader's Script to Present Ideas

Pre-work module: The Leader's Script

Real-time online session: Organizing and scripting your message

Topics:

- Structuring your thinking clearly and persuasively
- Distilling complex information down to the essential details
- Using precise and confident language that inspires

Session 3: Power, Influence and Relationships

Pre-work module: Advancing relationships at senior levels

Real-time online session: Practicing your elevator pitch

Topics:

- Political intelligence and power dynamics
- Being strategic and intentional when building relationships
- Enhancing your leadership brand

In Between Sessions 3 & 4: One hour of private, one-on-one coaching with the program instructor

Topics:

- Developing an executive gravitas
- Using your presence to inspire

Session 4: Mastering Q&As

Pre-work module: Best practices for Q&A

Real-time online session: Answering questions confidently while furthering your leadership agenda

Topics:

- Active listening
- Creating an effective response—opening with a grabber, answering the question, bridging to your message
- Sharing and selling your point of view

Special Feature

This program will challenge you to apply the components of leadership to a variety of communications. You will prepare a talk, role-play challenging Q&A situations, and practice building your brand and relationships with intention.

Program Leaders

This program will be led by experienced professionals from The Humphrey Group, Inc.

To Register

Executive Education

www.sauder.ubc.ca/executive

Tel. 604.822.8400 (toll-free 1.800.618.3932)