

THE LEADER SPEAKS

Great leaders make their voices heard. *The Leader Speaks* is a highly experiential workshop, designed to provide participants with the theory, application, practice and feedback necessary to significantly accelerate their communication effectiveness. Through a series of thought-provoking lecturettes, experiential exercises, video case studies, and communication practicums, participants learn how to use their natural leadership and communication talents to immediately have a positive impact on others in their organization and beyond.

Effective communication is not simply another leadership competency. It is the very heart of leadership and permeates everything the leader does. It is more about courage and caring than about eye contact and PowerPoint decks. It is more about showing up than arm waving. It is not about the leader's performance... it is about the leader's impact.

THE LEADER SPEAKS MODEL

A comprehensive exploration of the core tenets of great leadership communication will be studied through the use of several video case studies of business, social and political leaders. Participants will learn methods of applying communication methodologies to key leadership challenges such as organization change, strategy implementation and operational effectiveness.



A PLACE TO STAND

Participants will engage in a novel self-awareness exercise during which they identify their personal Core Leadership Principles that will form the foundation for all of their leadership communication. They will study various ways of using these Core Leadership Principles to enhance their communication impact.

For more information, contact:

Name:

Phone:

Email:

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WORKSHOP AGENDA

Organizations & the
Challenge of Communication

A Place to Stand

The Leader Speaks Model

A Personal Connection

Power Tool #1:
Language

Communication Experiential #1:
A Customer Opportunity

LUNCH

A Compelling Future

Power Tool #2:
Imagery

A Profound Story

Power Tool #3:
Argument

Communication Experiential #2:
Making a Difference

Key Learnings & Commitments

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EXPERIENTIAL EXERCISES

Participants will significantly increase their communication proficiency through a series of experiential exercises that are aimed at developing significant personal connections, articulating compelling views of the future and crafting profound, meaningful organization stories.

COMMUNICATION EXPERIENTIALS

Over the course of the session, each videoed for post-workshop reference, participants will prepare, practice and deliver four communications utilizing the *The Leader Speaks* methodology. These communications will be based on the participants' actual organizational, operational and customer priorities and will be aimed at creating a significant increase in alignment, engagement and commitment. Throughout this process, participants will receive peer and facilitator coaching and feedback.

LEADERSHIP COMMUNICATION POWER TOOLS

Throughout the workshop participants will experiment with three potent leadership communication Power Tools namely:

1. Language, 2. Imagery, and 3. Argument.

PARTICIPANT BENEFITS

- Inspire their constituents to take concerted action on vision and strategic objectives.
- Create an effective ongoing communication plan for their teams.
- Communicate more effectively in large group, team and one-on-one situations.
- Craft written communications such as emails in a manner that gets attention and generates action.
- Increase their leadership power by weaving both organization values and their personal principles throughout communications.
- Overcome the natural anxieties and apprehensions associated with speaking in front of groups.
- Lead with a strong sense of clarity and purpose.

ORGANIZATIONAL BENEFITS

- A more engaged workforce.
- Better alignment around corporate objectives.
- Clearer and better understood values and vision.

TARGET AUDIENCE	DELIVERY TYPE
From emerging leader to executive team, <i>The Leader Speaks</i> is for anyone who is seeking to significantly improve their leadership communication skills.	Classroom, conference, or virtual delivery.

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