

# Speaking To Lead

Make your next and every communication an opportunity to lead and have impact

Every inspiring, trusted and thoughtful leader is credited for being a dynamic speaker. Effective communication skills are learned, not innate. Developing these types of communication skills is integral to every leadership's advancement. This course focuses on the skills required to develop powerful communication skills. This course will enable the participant to develop clear, focused messages that emphasize will be placed on not only presentations, but day-to-day conversations, and Q&A opportunities. Participants to this program will be able to:

1. Understand the vision of the leader as speaker.
2. Develop the ability to understand the listener and their desires.
3. Develop effective communication skills for presentations and daily communications.
4. Develop the ability to successfully handle Q&A and interview style interactions.
5. Understand the skills required to make messages motivational and impactful.
6. Develop a polished, professional presence.

## Learning Outcomes

### Principles of Leadership Communication

- Understand the link between leadership communication and professional success in business
- Review leadership model of communication
- Establish best practices on speaking
- Identify the characteristics of successful leaders

### Skills Benchmarking

- Review Leaders profile information which was completed in advance of course
- Impromptu presentation to gain clarity on current use of language and vocabulary
- Understand current style, motives and approach
- Identify areas of strength and development

### Discovering the Leader's Voice

- Learn how to identify key messages and reinforce those messages in all communications
- Review language and create a toolkit of powerful language
- Understand how to avoid the traps of business speak and other executive idiosyncracies
- Understand how physical execution, tone, pace, etc enhance delivery
- Review use of movement, gestures, props
- Learn how to gauge receptivity of listeners and change messages appropriately

### Attaining the Leader's Image

- Understand how to develop a polished image and presence
- Develop ability to captivate and motivate the listener
- Understand how to develop a rapport with your audience
- Understand other's perception when speaking with you

### Media Practice

- Understand how to reinforce key message in Q&A and tough situations
- Participants will train for Q&A and message training similar to media training.
- Following this small group activities will focus on reinforcing these skills

### Practice makes perfect

- Participants will practice their presentation, one-on-one and interview skills
- Opportunities for group and one-on-one feedback are present to enhance the learning experience.