

# Leadership Communications

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## Presenting to inspire action

For executives tasked with motivating audiences to 'buy' into planned changes, and then drive them through to a successful conclusion.

The program provides practice in presenting persuasively in different contexts – to senior management, with your team, or to boards or shareholders. (**Working with shareholders** is a variation developed for specific clients).

### Content includes:

- Understanding why people dislike change, and how to overcome their resistance
- The art of constructing short, resonant presentations that connect with your audience
- Using stories and slides to increase buy-in and emotional impact
- Presenting persuasively using your voice, body, and the meeting space.

## The motivational huddle

Bank managers – and many other team leaders – begin their days with a group huddle.

This program provides practice in developing short, spontaneous, messages that inspire teams to perform at the top of their game.

### Content includes:

- Finding a one minute story that encapsulates your messages for the day
- Techniques for presenting effectively in informal situations
- Using questions to encourage productive discussion.

## These are sample programs.

**We will custom-build a program – at a Masters or Executive level - for you that is:**

- **Work-focused:** Client 'cases' form the basis of business-relevant practice.
- **Tailored:** Personalized coaching drives participants to refine performance.
- **Flexible:** Length varies, from half a day to two days.
- **Impact-driven:** On-the-job coaching ensures real work execution.

## Using stories in business

For leaders who plan to use strategic business stories to communicate and motivate more effectively.

The program is tailored for different audiences - leaders, investment advisors, and senior managers – and focuses on developing short, powerful stories that help decision-makers make difficult decisions.

**Content** is provided practically, in a highly experiential workshop, and includes:

- A demonstration of how stories satisfy two key listener needs: business and emotional
- A toolkit – a structure and process - for writing personal 'change' stories
- Models of best practice storytelling, using video and actor-led demonstrations
- Practice in scripting and presenting stories that are practically useful.

## Leaders improvising

Thinking on one's feet is a critical skill for leaders in the changeable and unpredictable environment in which they work.

This program - customized to meet the needs of C-suite executives, bank managers, and other senior executives - provides leaders with practice in communicating effectively in those moments when they do not have a script, but must have a response.

**The content** - drawn from the world of improvisational theatre but linked tangibly to business - proceeds from three *improv* principles:

- Be present: Support the moment you are in
- Be open: Embrace the reality of the scene
- Be brave: Make positive choices and act.

## Successful media interviews

Leaders must sometimes respond to newspaper interviews, or appear on television, radio or webcasts. This is either part of everyday business – analysts responding to news of the day – or part of crisis management.

This program provides ideas and practice on how to work with the media in both contexts.

### Content includes:

- Understanding how to work with the media in order to get your message to your audience
- Structuring sound bites that deliver credibility-building responses
- Dealing with a journalist's 'curveball' questions
- Building longer-term, ideas-driven media relationships.