



Communicating with Leaders

The Fundamentals

Communicating Your Ideas Has Never Been More Important.

Leaders make critical decisions every day based on information that is shared from the adjacent office or from the other side of the globe.

Information which is poorly communicated, via presentation or conversation, has been documented to cost companies millions per year.

Communicating with Leaders: The Fundamentals will provide the tools and skills to ensure you are clear, concise, engaging and relevant when communicating with executives, stakeholders, and customers.

This program provides the following components of effective communication:



With these effective communication skills, you will be able to:

- **Influence** with audience-centric messaging
- **Differentiate** problems from problems worth solving
- **Collaborate** to achieve team objectives
- **Interact** with virtual audiences to increase engagement
- **Build** credibility with internal and external leadership
- **Demonstrate** executive presence
- **Drive** informed decision making

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A LOOK INSIDE THE WORKSHOP

Analyze the Audience

You do real-work planning for an upcoming communication with a user-friendly framework

Main Workshop
Session
Two hour

Plan the Message

- **Determine** audience desired business outcomes
- **Craft** audience-centric messaging to engage
- **Organize** content into logical flow to increase clarity
- **Illustrate** point of view in story form

Engage with Content

- **Demonstrate** best practices for visual engagement
- **Plan** for interaction throughout communication

Contact Us to See

Three Practice Labs
100 minutes each

Practice with Feedback

- **Discuss** best practices shared in the main session
- **Practice** opening and close with coach and peer feedback
- **Deliver** refined opening and closing with expert coaching feedback

Up to 4 participants
per lab

Program Outline

A LOOK AT THE DETAILS

- One-day program for up to 12 participants
- All practices are video recorded
- Repeatable tools for analysis, preparation and messaging
- Extra focus on additional participant's virtual presence

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