



Strategic Communication Skills

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.

Strategic Communication Skills 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

- **Choose** either an upcoming communication or a prior communication that they would like to improve.
- **Focus** on the audience and complete our **Analysis and Intention tool**.

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

- **Learn** best practices for executive presence
- **Plan** for engagement throughout communication

Practice
with Feedback

- **Practice** crafted message and receive feedback
- **Practice** executive presence and receive feedback

Respond
to Questions

- **Anticipate** challenging questions
- **Respond** effectively to build credibility and trust

3-Hour

Contact Us to See Program Outline

A LOOK AT THE DETAILS

- 2.0-Hour, 2.5-Hour and 3.0-Hour versions
- Large audiences of greater than 25, 50, 100+
- Coaching during application practices by peers
- Repeatable tools for analysis, messaging and challenging question preparation
- Extra focus on virtual presence

Vernon Roberts | Executive Coach
M: 1.704.839.9298
vernon@XCommlnc.com

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