

Developing Your Leadership Voice for Presence and Impact Course Outline

Introduction and Overview –

- Communicating as the key to leadership
- Reviewing key communication skills
- Inspiring change
- Building a model for leadership communications

Uncovering the Leader in You –

Looking in the mirror

- Discovering your personal values
- Mapping your roles and identity
- Decoupling authority from power

The Persuasive Leader

- Leading with logic, credibility and emotion
- Selecting supporting tools
- Building a strong opening

The Honest Leader

- Integrating who you are with what you do
- Ensuring clarity, consistency and integrity
- Building your leadership voice
- Preserving authenticity when adapting your style

Applying Leadership Objectives –

Communicating to achieve results

- Defining your leadership goals
- Envisioning a new future



- Mitigating the change impact on others
- Applying a whole brain approach
- Turning resistors into supporters

Developing communication outcomes

- Planning winning outcomes
- Translating objectives into communication outcomes
- Evolving outcomes
- Building your change champions
- Delivering the right message at the right time

Improving your political game

- Investing in reputation and credibility
- Customising your communication strategy
- Combining logic, emotion and credibility for the right mix
- Connecting with your audience
- Choosing a powerful network

Refining Your Personal Communication –

Employing non-verbal skills for greater impact

- Preparing and knowing when to stop
- Communicating with more than words
- Interpreting body language

Crafting compelling messages

- Simplifying and strengthening the message
- Packaging messages to achieve desired outcomes
- Asking "What's the point?"

Exploring communication styles

- Discovering your communication style
- Identifying how others communicate
- Flexing your style



Rallying your team

- Storytelling to connect with others
- Communicating with emotional intelligence
- Working appropriately with reasoning and logic
- Linking your message to core motivations
- Drawing successfully on emotional appeal

Sustaining Your Change Initiative –

Triggering change is just the beginning

- Dealing with stages of change
- Defining your team's needs
- Planning for progression
- Adapting to organic change

Dealing with difficult conversations

- Coping with anxiety
- Leveraging self awareness
- Moving discussions forwards
- Managing conversational traps
- Prioritising people before process

Progressing From Theory to Practise –

- Identifying your personal target
- Building a campaign
- Clarifying your short- and long-term priorities
- Combining tactics to maximise presence and impact
- Encouraging others to take action
- Transferring your skills from class to workplace

