



Executive Education Open Programmes

Programme duration and dates

One-day

Programme dates available at:
www.cass.city.ac.uk/execed-calendar

Leadership Communication

Identify and understand the theory and practice of effective leadership communication and learn how to present yourself with lasting impact.

PROGRAMME OVERVIEW

Leaders are communicating all the time but often don't have time to think about their effectiveness or impact. The ability to articulate the corporate vision and strategy in a compelling and engaging way is critical to individual and business success. It's not just *what* is said, but *how* it is articulated and presented. Impactful leadership communication does not depend solely on an engaging and inspiring message. This unique programme, delivered in partnership with Clinch Associates, will equip you with the additional skills required to communicate with energy and intent.

WHO IS THE PROGRAMME FOR?

The programme is designed for executives who want to improve their communication style and presentation skills. It is particularly appropriate for first-time or aspiring managers or leaders who are looking to leverage said skills to present themselves with lasting impact.

FOCUS AND STRUCTURE

Leaders are communicating all the time, even when they are not talking. They are observed and assessed at all times by all their stakeholders. Building self-awareness about the impact they have on the people around them is a critical first step before understanding how to flex their delivery and style to different audiences and settings.

A combination of facilitated discussion and interactive exercises will enable participants to have the opportunity to identify and understand the theory of effective leadership communication and to put the elements of effective presentation into practice. The first part of the day explores the importance of physical delivery in being a successful communicator. The second part of the day enables participants to pull together all they have learned from a content and delivery perspective. Participants will deliver a presentation in response to a case study scenario which has been developed in teams.

BENEFITS

- Develop self-awareness about your individual communication style and impact
- Explore the ingredients of compelling content and equip yourself with the skills to be an engaging and accessible communicator
- Identify the varying communication demands of different stakeholders and contexts from a delivery and content perspective
- Review your presentation style and practice how to make your content compelling and engaging
- Get specific, practical feedback and coaching tips on your individual communication style and presentation performance.

Cass Executive Education
200 Aldersgate Street
London EC1A 4HD
T: +44 (0)20 7040 8269
E: execed-open@city.ac.uk
www.cass.city.ac.uk/execed-open





Other Open Programmes

- Leadership Communication
- Leading Digital Transformations
- Becoming an Effective Leader
- Effective Negotiation Skills
- Professional Development Programme for Aspiring Non-Executive Directors
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills.

WORLD-CLASS FACULTY LED BY

Louisa Welby-Everard

Louisa is an executive coach at Clinch Associates and has been working with senior leaders and their teams for the past 12 years. Her coaching is focused on helping individuals identify and realise their potential.

Informed by her experiences as a BBC News Producer and then a Communications Consultant one of her areas of expertise is in helping individuals to bridge the gap in translating their thoughts and beliefs into language and behaviours that enable them to be impactful and engaging leaders. Bridging this gap is a critical element of successful leadership. Her coaching is particularly effective in helping people improve their impact, gravitas, authority and leadership presence and she often supports clients tactically helping them prepare for set-piece events, presentations and public speaking opportunities.

Her clients include senior business leaders, Board level executives of FTSE 100 companies, fund managers, lawyers, analysts, entrepreneurs, business founders and private individuals. Having graduated from Durham University, Louisa worked for Burson Marsteller, worked in The Conservative Party Press Office for the 1997 General Election, before joining BBC News.

SIR JOHN CASS BUSINESS SCHOOL

Based in the heart of London, with unrivalled access to the capital's global business network and leaders, Cass Business School is consistently ranked amongst the best in the world. For nearly half a century, our reputation for excellence in research and business education has attracted innovative faculty and industry experts from around the world. Our mission is to provide academic excellence for business and the professions.

DYNAMIC DEVELOPMENT PROGRAMMES FOR SENIOR PROFESSIONALS

Our executive and leadership development programmes inspire businesses and the individuals who drive them to excel above and beyond their objectives. We provide you with more than education – we create an opportunity to collaborate with experts and fully immerse yourself in your peers' collective knowledge and experience, while gaining feedback and ongoing support to deliver measurable results. Designed for high-level professionals who want game-changing impact, our Open Enrolment Portfolio covers areas vital to today's leaders. Programmes include leadership, general management, finance and particular specialisations.

OUR SIGNATURE APPROACH

Today's ever-changing business environment needs agile leaders. Our programmes offer world-class learning experiences that provide the relevance, flexibility and personalisation you need to create a positive impact on your career and your business' bottom-line. We understand that research comes alive when applied. Our faculty are more than top-rated researchers. They are actively involved in business, where they work with organisations, leaders and policy-makers as practitioners, advisers and non-executive board members.

For us it's not just about individual development, it's also about collaboration. Our programmes are built on shared goals, shared thinking and shared investment in long-term relationships. Together, we help you gain access to subject-matter experts, forge new relationships, strengthen existing ones and harness the power of idea-sharing with your peers. Meet global executives shaping the future of business and return to your organisation with first-hand industry knowledge and networks that will refresh your thinking and decision-making.

PROGRAMMES FOR MAXIMUM FLEXIBILITY

Mix and match our one to five day open enrolment programmes to create your personalised development plan. Identify which topics you need and when you need them to gain knowledge and enhance your skills, just-in-time.

Our modular programmes give you:

- A competitive edge, sharpened by industry insight
- Short and focused pieces of learning that fit your schedule and your work
- Practical skills that can be applied quickly for immediate impact
- Building-blocks to meet your personalised development objectives
- Transformational experiences for individuals, teams or whole organisations
- Opportunity for *alumnus* qualification and access to our exclusive *alumni* network.

AN EXPERIENCE IN THE HEART OF GLOBAL BUSINESS

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.