

## Workshop Summary

### **Communication Skills for Top Executives**

*" Your turn to speak....."*

**You are** convinced that your ability to communicate effectively is one of the **key skills needed to successfully lead** a team, an organisation or a country today. One right or wrong message from you could dramatically influence trust, goodwill, crucial decisions and your business results—with long-lasting consequences for your company and your career.

#### **Challenges you are facing :**

With **information overload** coming from all directions, many executives are re-discovering the value and positive impact of **creating a real dialogue** both in and outside their organisation—with relevant groups of people.

Both **speed and accuracy** of information are essential, if you want to anticipate and adapt to today's rapidly changing environment. A good top-down flow of information (accurate directions) is not enough; you also need to listen and involve your base. This will create the necessary bottom-up flow and internal motivation. Only if you and your team give the right example, can you **develop an effective feed-back culture** within your organisation.

With many power-point presentations, a series of computer images has become the main message. Lost is their original function of serving as a visual-aid. They cannot and should not replace you! **You should embody the main message**, by sharing your convictions, showing your emotions and responding to people.

To do all this, you need to **master your ability to communicate** with a group in the same way you speak with an individual.

#### **What can you expect ?**

*The focus of this workshop is on **how you prepare and conduct interactive presentations with different groups of people**. You will get the methodology, structure, skills, tools and techniques to do this in a successful way. After participating in this workshop, you will*

- ✓ appear and feel more self assured
- ✓ know how to be convincing rationally as well as emotionally
- ✓ handle your communication situations with confidence and authority
- ✓ be able to present bad news or changes without losing people's motivation
- ✓ increase your impact and become a speaker people will listen to and trust

#### **How does it work ?**

You will be part of a small group (**no more than eight participants**), with various backgrounds and nationalities. During this **3,5** day workshop, you will work with a team of two executive coaches—who extensively use video recording—to ensure a high degree of individual attention and personal advice. You will be learning by doing rather than listening, using many practical exercises and receiving feedback from both the coaches and the group.