



Communicating with Impact

"The art of communication is the language of leadership." James Humes

In a complex business landscape characterised by continual disruption and the need for reinvention, leaders need to be highly effective communicators. In the face of volatility and uncertainty, leaders need to be able to articulate a clear vision, inspire high performance, and create positive working relationships based on vibrant interaction and listening.

Communicating with Impact will equip you with the tools, techniques, and skills you need to build your communication capacity for the digital age.

Rationale

In a VUCA, 21st century environment, leaders need to be highly effective communicators. Future-fit leaders understand that if their message does not resonate deeply with their target audience, speaking to emotions, aspirations and needs, then likely it will not be understood, much less championed.

On completion of this MasterClass experience, leaders will discover their communication potential and be empowered to adjust their communication style to increase their influence as a leader in the digital age.

Growing Greatness

KNOWLEDGE X-CHANGE CENTRE OF LEADERSHIP EXCELLENCE

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Target Audience

The Leadership for the Fourth Industrial MasterClasses are designed for leaders and champions of change who are accountable for identifying and driving the complex and strategic changes required for businesses to adapt to shifting realities and redefine themselves for the digital age.

Implementing our Leadership MasterClasses across your leadership teams will enable you to build a tribe of *Novaturients* – those who seek to bring about powerful change in their lives and organisations.

Content Outline

- Module 1: The Communication Process: Understanding communication effectiveness and dealing with barriers to effective communication
- Module 2: Preparing to Communicate: Analysing communication intent; designing clear, compelling messages; hooking the receiver
- Module 3: Achieving Communication Impact: Activating the receiver; listening to understand; clarifying meaning and understanding; assertive communication techniques; NLP techniques; productive dialogue; achieving desired results
- Module 4: Communicating in a Crisis: The 10 steps of crisis communication; guidelines for success

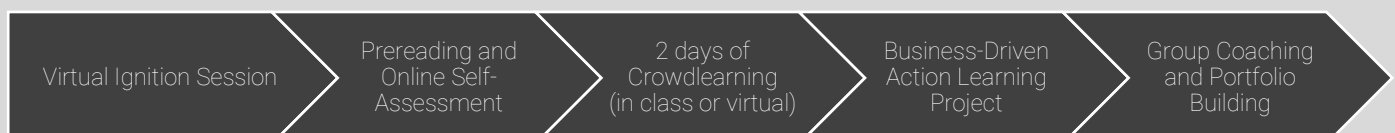
Duration

Two days of immersive knowledge X-Change and dialogue followed one month later by a group coaching and portfolio building session.

Credits

The Communicating with Impact MasterClass is an accredited skills programme. Participants complete a workplace assignment in order to be assessed against registered unit standards.

MasterClass Structure



The Greatness Effect

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