



THE HUMPHREY
GROUP INC.

The Humphrey Group
is pleased to offer

A Two-Day Seminar

COMMUNICATION FOR THE SENIOR LEADER®

How to Lead Every Time You Speak

This intensive two-day course is for executives who spend much of their time communicating and who need to communicate as influential leaders every time they speak.

At the core of this seminar is The Humphrey Group's Leadership Model. This approach teaches participants to 'script' themselves with clear, convincing messages whether speaking formally, informally, or off-the-cuff. Participants learn how to move from an informational approach that is common in the corporate world to an inspirational style that motivates their listeners.

Communication for the Senior Leader® is designed to make you effective in all situations. Small group workshops with videotaped feedback will strengthen your ability to prepare and deliver speeches, presentations, off-the-cuff remarks, and answers to questions.

You will learn to:

- See every speaking situation as a leadership opportunity.
- Read and engage your audience.
- Speak with clear, compelling and well-developed messages.
- Master the language of leadership.
- Minimize visual aids, and become a strong 'visual' yourself.
- Use eye contact, pauses, and body language that hold the audience.
- Achieve a leader's presence.

COMMUNICATION FOR THE SENIOR LEADER[®]

A Two-Day Seminar Agenda

Day One: Creating the Leader's Script

I. INTRODUCTION 9:00–9:30

- Communication goals of a leader.
- Read and engage your audience.

II. ELEMENTS OF THE LEADERSHIP MODEL 9:30–12:00

- Develop a focused message.
- Build a logical structure.
- Use the language of leadership.
- End with a call to action.

III. APPLYING THE MODEL 1:00–5:00

- **Workshop #1:** Using the Leadership Model, participants will develop and deliver a brief talk. The instructor will provide individual feedback. Overnight, participants will finalize their talks.
- Moving from outline to presentation.
- Creating visuals that aid rather than upstage you.
- Using the model for emails.

Day Two: Delivering as a Leader

IV. EFFECTIVE DELIVERY 9:00–12:00

- An introduction to techniques that enable you to project leadership through eye contact, pace, voice, expression, body language, and tone.
- **Workshop #2:** Participants will deliver their talks using the skills they have learned. They will receive videotaped feedback.

V. IMPROMPTU SPEAKING 1:00–3:00

- Delivering persuasively off-the-cuff.
- **Workshop #3:** Participants will speak in a variety of impromptu scenarios. The instructor will provide feedback.

VI. MASTERING Q&As 3:15–4:45

- Techniques for handling Q&As.
- **Workshop #4:** Participants will practice handling a variety of Q&A situations. The instructor will provide feedback.

VII. CONCLUSION 4:45–5:00