The Leader's Voice: Communicating To Lead Organizations

For leaders, a critical skill is the ability to get other people to execute on their vision. This is done through communication, in person, through other people or through written instructions. As leaders we have to remember that to get things done it doesn’t matter what you think you communicated, but rather, how your audience interprets your message.

Leadership roles can involve a wide range of communication challenges—mentoring a struggling colleague, persuading investors to invest in your company, rallying an auditorium of new employees, working the room at an industry event, handling tough questions from the media, running team meetings in ways that elicit candid conversation and learning.

While all of us at CBS are strong communicators, few of us are adept at handling the subtle differences each of these situations require. The goal of this class is to broaden your repertoire, to make you a more versatile communicator who can adapt your style to make sure you are heard and understood by your audience.

The world is full of communication experts: actors, screenwriters, coaches, political speechwriters, networkers, public relations experts, diplomats and so forth. This class draws on these different crafts and professions looking for tools and methods that help in the kinds of situations business leaders face.

We aim to develop two kinds of knowledge--conceptual understanding and procedural skill. Each session will involve some class discussion about frameworks cases and some active participation in exercises. We rely on role-play simulations and personalized feedback (from peers and through video) to practice and polish the behavioral skills

Topics Taught:
1. Storytelling & Synthesis: Making a Point Memorable
2. Public Speaking & Non-Verbal Communication: Moving a Crowd
3. When Things Go Wrong
4. Managing & Influencing: Chats that Change People
5. Networking & Other Communication Channels
6. Putting it all Together: Enabling Sustainable Change