

INSPIRING EXECUTIVE COMMUNICATION

Transforming leadership communication through “Acceleration Coaching” techniques

What is it about?

Corporate communications are too often dominated by slides and uninspiring messages that leave people disconnected from the organisation’s strategy and purpose. This programme is designed to help participants communicate as their authentic self in a way that engages and inspires their audiences. This enables them to communicate important corporate messages related to vision, strategy and business performance - all in a more impactful manner than ever before.

Programme focus

- » Powerfully **engage employees** with organisational strategy and change
- » Discover **four new methods** of presenting corporate messages
- » Learn **three practical ways to inspire** others
- » Get **direct and challenging 1:1 feedback** on your presentation style

Programme agenda

- » Understand the link between inspiration and charisma
- » Learn to speak from the heart authentically, using emotion
- » Tap into inspiration as a means of communication
- » Learn three practical methods to inspire others
- » Use pictures and imagery to motivate others
- » Apply all the above to develop your radical new leadership style

Who are the coaches?

- » Chris Atkinson and Thor Olafsson have co-delivered leadership communication programmes for more than 10 years
- » Together they have worked in more than 30 countries on 5 continents, with thousands of executives
- » Chris is the author of the book: Corporate Energy - How to Engage and Inspire Audiences
- » Thor is an executive coach specialising in the communication of strategically relevant business messages

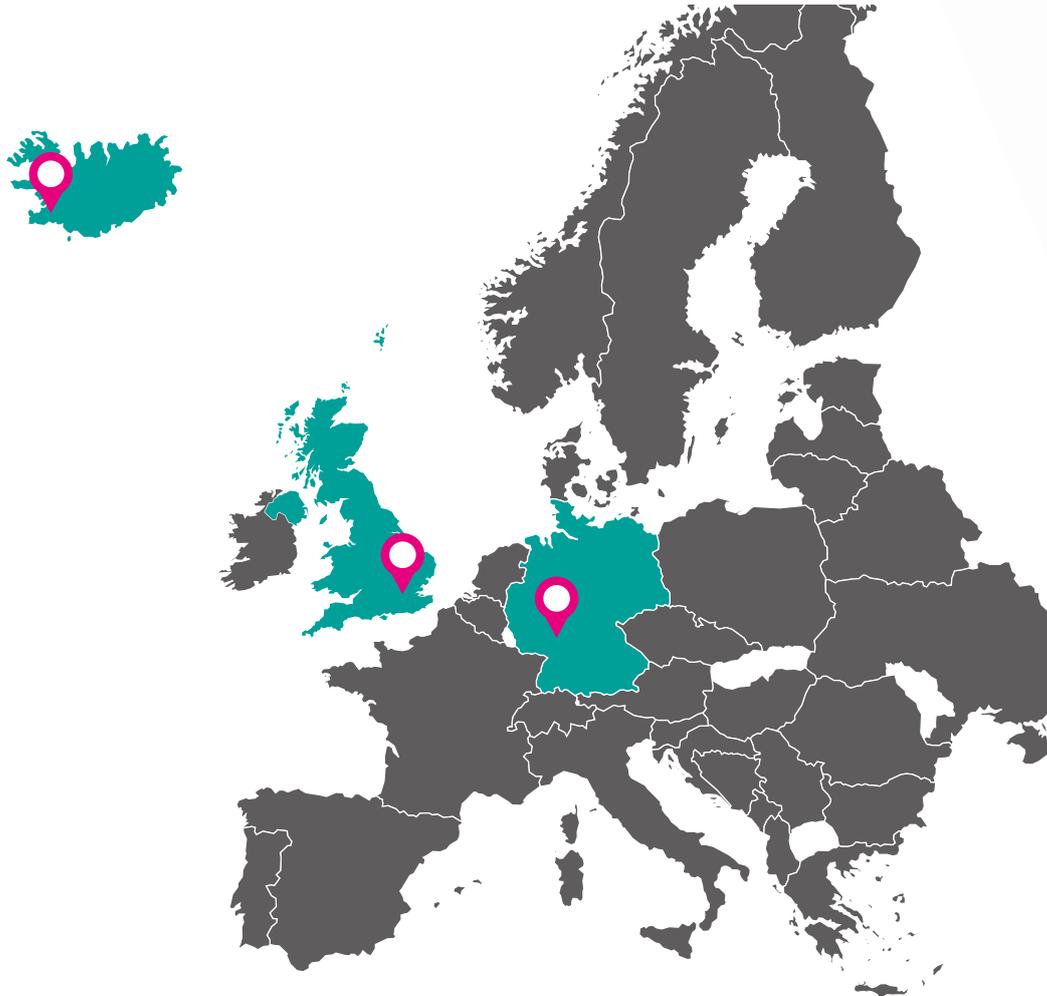
**There will be
between 8 -12
people on each
course**

Programme locations

Reykjavik, Iceland

London, England

Frankfurt, Germany



Who is it for?

The programme is designed for middle to upper managers who have to present corporate messages which should engage and inspire their audiences. Participation in this programme requires an existing level of confidence and is therefore not suitable for those new to communicating in front of audiences.

Participant focus

With two leadership communication coaches running the programme, as well as an assistant trainer/camera person, the attention and support per participant is significant. You will receive a lot of individual focus and personalised coaching. The participant number per course varies from 8-12 people.

Programme structure

Engagement calls A coach calls participants to align on individual needs	Telephone or Skype call	ca. 45 minutes
Day 1 Introduction and exploration of development targets	Light dinner meeting	19:00-21:00
Day 2 Emphasis on clarity, credibility and engagement	Full-immersion with video analysis	09:00-17:30
Day 3 Emphasis on showmanship, emotions and inspiration	Full-immersion with video analysis	09:00-17:30
Follow-up calls Participants are coached on real-life application meetings	Telephone, Skype or 121 meetings	ca. 75 minutes

What is included?

- » The book: Corporate Energy – How to Engage and Inspire Audiences is sent to participants before the programme starts
- » One coaching call before the training programme starts and one after it ends. These can be used to adjust real life presentations
- » Intensive 2-3 day training programme based on customised “Acceleration Coaching” techniques
- » Course manual with 50 valuable tips on leadership communication
- » SD cards with a minimum of 6 video recordings, tracking each delegate’s development throughout the programme
- » Customised collection of articles on executive communication
- » Intensive feedback on leadership communication styles from coaches with global experience

How much does it cost?

The price per person in this intensive leadership communication programme is: €1.800 + local VAT.

The price excludes overnight accommodation (if needed).

Next steps...

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Origin of the programme

This programme is based on both the philosophy and content of Chris Atkinson's book 'Corporate Energy: How to Engage and Inspire Audiences'. The book is available from all major retailers in both print and ebook editions, published by New Leadership Press.

