
Advanced Business Communications for Executives: Making Persuasion and Influence Work

Curriculum

COMMUNICATING “UP” STRATEGICALLY

- Assessing motivation and behavior style
- Adapting your message to sell
- Harnessing your personal power
- Expanding your message to be thought-provoking and influential
- Knowing when to ask for the order
- Moving out of transactional communications
- Driving to decision making and action
- Using time in a time-starved world
- Developing a strategy for senior and executive audiences

MAXIMIZING PRESENTATION TECHNOLOGY

- Knowing when less is more
- Choosing the “right” technology
- Meeting objectives via phone, webcasts and video conferences
- Distinguishing yourself in a high tech world
- Using the technology to enhance your message
- Keeping participants on track

MEETING AND FACILITATION TECHNIQUES

- Doubling results in half the time
- Choosing the right people
- Designing the best facilitation technique to meet your objective
- Managing participant expectations
- Clarifying outcomes
- Realizing who decision makers are
- Marrying culture to the appropriate meeting format

DELIVERING TEAM PRESENTATIONS

- Communicating as a team
- Honoring team member’s contributions
- Dividing and conquering as a team
- Crafting a team message: team presentation organization and strategy

SURVIVING IN THE HOT SEAT: HOW TO KEEP YOUR COOL AND WIN OVER YOUR AUDIENCE

- Learning how to think on your feet in high stress situations
- Overcoming toxic behaviors
- Using humor to win over any audience
- Winning in high stake situations
- Applying recovery techniques
- Using improvisation to keep your cool

COMMUNICATING GLOBALLY

- Reading cues from other cultures
- Understanding how culture impacts expectations
- Minimizing global communication barriers
- Overcoming culture clash in business communications
- Tailoring your message to fit your global audience
- Presenting to ESL and non-English speaking audiences
- Improving information transfer among global audiences