

COMMUNICATION STRATEGIES FOR SENIOR LEADERSHIP

A two-day program to help you communicate, motivate and grow your executive brand

The higher you move up the management ladder, the more your communication skills play a critical role in your ability to be an effective leader. Early in your career what mattered was that you produced work that was valuable to the organization. Mid-career it became more important that you could function well as a member and leader of teams (e.g., what the team could accomplish).

Now that you are a senior manager (or contemplating joining that group), your success and value to your organization are dependent on how well you can motivate others—lots of them—by how and what you communicate. It’s no longer about what you can do; it is what you can get others to do. It is still about performance, but now everyone is watching and you are always “on stage.”

In this interactive program, you’ll develop and practice techniques for communicating at a senior level. Through a series of discussions, exercises and simulations, you’ll learn how to speak, write, listen and influence so that you can lead your organization more effectively and master key skills to enhance your executive brand.

The Bottom Line for You and Your Organization

You’ll learn skills you can apply right away, including:

- Making effective presentations
- Communicating during a crisis and in stressful situations
- Creating a personal brand strategy and a unique executive presence
- Improving your listening skills to hear and solve problems the first time
- Writing persuasively with a clear and concise executive tone
- Leading meetings that motivate (Rule #1: Speak less than 20 percent of the time.)
- Communicating a strategic vision that people listen to and clearly understand

Your Instructor*

Kimberly Pace

*Professor for the Practice of Communication
Vanderbilt Owen Graduate School of Management*

Professor Pace combines experience as a senior manager with formal training in the performing arts to bring a unique



perspective to business education and practice. Before joining the Vanderbilt faculty, Pace served in marketing communication management roles for international nonprofit

agencies and on-air talent for radio and television programming on CBS, NBC and Fox. Her focus outside the classroom is working with senior executives on personal branding, advanced presentation master classes and effective communication strategies for CEOs. She teaches the core management communication courses that all students must take and short courses for business leaders in the Vanderbilt Executive Programs. She also trains mentors at the Entrepreneur Center on working with early-stage entrepreneurial CEOs.

**Program content and faculty subject to change; check website for details.*



Communication Strategies for Senior Leadership – Sample Program Schedule*

	Day 1	Day 2
AM	<ul style="list-style-type: none"> • Develop Your Personal Brand • Executive AURA • Active Purposeful Listening 	<ul style="list-style-type: none"> • Crisis Communications • Media Relations • Thinking and Speaking on Your Feet
PM	<ul style="list-style-type: none"> • Motivating Meetings • Persuasive Writing • Advanced Presentations 	<ul style="list-style-type: none"> • Personal Development Plans • Visions Presentations • Coaching and Feedback

Classes typically run from 8:30 AM to 4:30 PM (Central). Breaks are scheduled in AM, PM and for lunch. Schedule is subject to change.

Who Should Attend

- C-Suite executives, who want to take their game to the next level
- Rising senior leaders, who expect to join the C-suite in the next 12 months
- Division, department and team managers, who want to differentiate their leadership
- Entrepreneurs, who find themselves thrust into leadership positions
- Board members, who must provide direction and guidance for senior executives

Cost

\$2,295

Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

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About Vanderbilt Executive Education

Vanderbilt Executive Education at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Short Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.



Executive Education
OWEN GRADUATE SCHOOL OF MANAGEMENT

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