

COMMUNICATING UP: WINNING STRATEGIES FOR SUCCESSFUL EXECUTIVE CONVERSATIONS

SYNOPSIS

Getting face time with executives can be challenging. Getting your message across quickly in a clear, concise, and direct manner is where most people lose the game. Because our interactions with members of the C-suite and senior management can be limited, it is crucial that each conversation is professional and effective. Roll up your sleeves and get ready to practice and perfect demonstrated strategies and techniques for communicating effectively with top-level and senior executives.

Find out what executives really care about, and tailor your message to them. Learn how to prepare for executive conversations, including those that are unplanned. Recognize communication techniques that executives commonly use and react to them. Practice active listening and getting your message across quickly; understand how to earn and maintain trust; learn to demonstrate the value you can offer, and use techniques of persuasion appropriately. You'll also learn tips and strategies for how to successfully navigate difficult conversations, such as communicating bad news. You will practice techniques so when you are faced with conflict you can regain and maintain trust while convincing the executive that collaboration is the key to a successful engagement and deliverable.

In this course experience, you will review foundational knowledge before class in an online setting and spend most of your class time practicing and applying these techniques to real-world scenarios — including your own — in a series of discussions and role play exercises.

Pework: Download, complete, and bring to class your participant guide, completed prework assignments (1-2 hours to complete), and laptop or device of choice.

LEARN

- Plan for successful communications with executives
- Use an executive-oriented mindset, content, language, and style
- Be prepared for impromptu communications
- Compose a situation-appropriate message to an executive
- Establish rapport, and build and maintain the executive's trust
- Persuade and influence executive decisions
- Apply a structured approach to navigating difficult conversations

This course uses digital materials.

TOPICS

THE IMPORTANCE OF AWARENESS

- Executive Communication Styles
- Five Types of Awareness
- Emotional Intelligence
- TwentyEighty Strategy Execution's Mindset Model
- Business Model Canvas

HIGH IMPACT COMMUNICATION TECHNIQUES

- Understand Your Purpose for Communicating
- A High-Impact Approach for Standard Communications
- A Skill set for High-Impact Communications
- Tips for High-Impact Communications
- Difficult Communications
- Dealing With Tough Tactics

BUILDING RELATIONSHIPS AND COMMUNICATING THROUGH TRUST

- Delivering as Promised
- Trust Migration
- The Trust-Building Process
- Special Challenges to Build Executive Trust
- Controlling Risk to Build Trust
- Focus On Risk Opportunities — Not Just Threats

WHAT MOTIVATES EXECUTIVES

- What Motivates Executives? What Do Executives Expect?
- Executive Pain Points

EXECUTIVE STATURE AND LEADERSHIP PRESENCE

- Sources of Power
- Executive Stature and Demeanor
- Collaborating With Executives
- Persuasion and Influence
- Recognizing and Countering Manipulative Techniques
- Stature and Leadership Presence

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