



**GROUP**  
**emc**

## STRATEGIC COMMUNICATION FOR LEADERS

for leadership communications that achieve  
credibility, cut-through and change

**Excellence in communication lies at the core of all leadership.**

**Strategic Communication for Leaders** exposes leaders to the real-world realities of engaging at the highest levels, whether internal or external, professional or personal.

This program delivers participants the understandings and toolbox skills needed to create cut-through messaging for every engagement and environment.

It is relevant to media interaction, and every corporate communications landscape where authentic persuasion and positioning is intrinsic to reputational outcomes and achieving organisational goals.

### Why GroupEMC?

*We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.*

*Our expertise and methods are the result of hands-on communications experience, cutting-edge neuroscience knowledge and great corporate consulting expertise.*

### Who it's for:

- Chairs, CEO's and Executive Teams
- Line Managers
- organisations re-branding, transforming or transitioning
- high-growth businesses needing to engage anxious workforces or other stakeholders
- businesses that need to work with community or broad scale audience sentiment – positive or negative

### What you'll learn:

- The critical relationship between communication and leadership
- How to identify and effectively utilise the 7 Triggers of Human Interest
- How to create compelling narratives
- Understanding of Core Beliefs and Cognitive Biases – individual and group - and their impact upon your communication effectiveness and personal credibility
- How to leverage perceptual understandings
- The 4 Pillars of Powerful Communications and how to construct them into persuasive messaging
- Stakeholder/audience Wants and Needs alignment

### How you'll learn:

- 1 day program
- contextual and practical short workshop exercises
- explanation and provision of specific tools and techniques

### What you'll take away:

Each participant receives:

- a detailed participant Workbook
- a customised selection of handouts and template tools

### For bookings and enquiries:

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