

COMMUNICATION PROFESSIONALS LEADERSHIP WORKSHOP

TECHNIQUES & STRATEGIES TO BUILD
LEADERSHIP CAPABILITY, DRIVE
PERFORMANCE & INCREASE EFFICIENCY

19 - 20
MAY 2020
ONLINE DELIVERY

EXPLORE

- ▶ Management vs leadership - What's the difference?
- ▶ Identify & develop your existing leadership qualities
- ▶ Strategies for achieving peak performance
- ▶ Collaborative working & relationship building
- ▶ Increase your influence & strategic lens
- ▶ Maximise your leadership potential
- ▶ Position yourself for success
- ▶ Drive change within your organisation

EXPERT FACILITATOR



Adrian Cropley
President & Founder
Cropley Communication



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VIRTUAL!**

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be offering events
live online!

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ABOUT THE EVENT

In an era defined by unprecedented media connectivity and 24-hour interaction, the success of any organisation rests on the ability of the communication team to ensure staff are engaged, understand what is expected of them, and that external stakeholders are kept informed and satisfied. Communication professionals are technical specialists, but mastery of this specialised knowledge doesn't equate to successful leadership.

Transitioning from a technical communication specialist to a strategic leader who not only supports the business but adds value through decisive guidance, is not a straight forward process. As a leader, it's vital to consider the broader organisational goals and constraints and align not only yourself but your team with them. Leaders in the communication profession need to create an environment conducive to fast, creative, and considered decisions.

In this workshop, you will be guided through a number of activities and be presented with strategies designed to assist your progression from technical specialist to strategic leader. You will explore the demands of communications leadership and the skills and attributes needed to lead an effective team and achieve key organisational outcomes.

TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

DAY ONE

Explore personal strengths and areas for growth

- ▶ Management vs leadership - What's the difference?
- ▶ Identify and align personal leadership traits with organisational goals
- ▶ Recognise and manage the demands of leadership
- ▶ Understand the expectations of internal and external stakeholders

Understand and develop your leadership capability

- ▶ Explore your preference profile and the profile of others
- ▶ Identify skills by applying the competence model
- ▶ Explore the 4 competencies of leadership
- ▶ Motivate and drive performance

Build a cohesive and high performing team to improve productivity

- ▶ Identify the strengths and weaknesses of your reports
- ▶ Explore and apply the Parker team player survey
- ▶ Encourage feedback and discussion to improve timeliness, creativity and effectiveness
- ▶ Understand the needs and motivations of stakeholders

Getting the best out of people

- ▶ Become a better listener
- ▶ Emotional intelligence and the emotional competence framework
- ▶ Coaching skills, giving and receiving feedback
- ▶ Explore various mindsets

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DAY TWO

Become an influencer and strategic advisor

- ▶ Adding value as an advisor within your organisation
- ▶ Be seen as the strategic advisor or trusted business partner in your organisation
- ▶ Create impact to drive the business forward

Develop a consultative approach to demonstrate your value

- ▶ What does it mean to take a consultative approach?
- ▶ Explore the consultative model, understand what outcome you want to achieve
- ▶ Hook/offer request to earn the right to consult
- ▶ Conduct a contracting conversation

Build trust and influencing your key stakeholders

- ▶ Working through trust and the trust equation
- ▶ Know how you influence, what is in your toolkit
- ▶ Know who you need to influence and why
- ▶ Dealing with difficult people and difficult situations

Develop a leadership action plan for yourself and your team

- ▶ Identify skill gaps - How can you fill them?
- ▶ Build your plan to increase your leadership position
- ▶ Identify the plan for your team - What are the gaps? What are the opportunities and challenges?
- ▶ Final wrap up and reflection



WE ARE GOING VIRTUAL!

Events will be delivered live with the assistance of Video Streaming technology to allow delegates and speakers to participate and interact from their office, their home or wherever they may be. Some events may include both in person and remote access elements depending on the situation. Information regarding these arrangements will be sent to affected delegates and speakers directly.

YOUR FACILITATOR

Adrian Cropley OAM, FRSA, SCMP is one of the world's leading corporate communication & change strategists with over 30 years business and communication experience. Working with a variety of clients on major change communication projects and developing corporate communication strategies for companies including Unilever, Shell, Bupa, NAB, ANZ, Alcatel-Lucent, Infosys as well as various government departments including the Australian Tax Office, the Department for Business, skills and innovation in the UK and organizations like the Hong Kong Police. Until 2004 Adrian was the head of corporate employee communication for a major telco within Asia Pacific. He is now CEO of Cropley communication and the Centre for Strategic Communication Excellence, focusing on change, communication & coaching solutions for a global client base.

An accredited business communicator, Adrian guest lectures at RMIT University Melbourne and is on the advisory committee for the Public Relations program. He is a director on the board of an Australian based; IT services company and the Sacred Heart Mission, one of Melbourne's biggest homeless charities and has led many teams in his career. Adrian is a multiple IABC Gold Quill award winner, all-star IABC Speaker and was IABC's 2008 Chapter Leader of the year. He has held many volunteer positions throughout his career including 15 years with the Scout Association of Australia. Adrian is a past chair of IABC.



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President & Founder
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WHO WILL ATTEND?

Professionals at all levels, from technical specialists, coordinators & officers through to management & executives seeking to improve their leadership capability in the following roles:

- ▶ Communications
- ▶ Public Relations
- ▶ Public Affairs
- ▶ Media
- ▶ Digital
- ▶ External Relations
- ▶ Social Media
- ▶ Corporate Affairs
- ▶ Marketing
- ▶ Stakeholder Engagement
- ▶ Community Engagement
- ▶ Publications / Editorial

