

# Leadership Presence and Influence Accelerated Certificate Program

Leadership presence is about your ability to command a room. It's your ability to engage, empower and motivate employees. Strongly linked to how you communicate, presence is about your ability to deliver a clear, compelling, authentic message that inspires confidence.

You already know how to communicate, or you wouldn't be an organizational leader. But are you as effective as possible at maintaining harmony within your diverse team? Persuading anyone from employees to vendors to follow through on your requests? Or protecting your company's image when there's a crisis?

Brought to you by SkillPath in partnership with Graceland University, this ALL-NEW virtual certificate program is a series of 5 LIVE, online, instructor-led sessions that provide you with the essentials for building the communication skills you need to enhance your leadership presence and excel as a manager or supervisor.

**Engaged, active learning:** Dynamic 3-hour sessions deliver lively, interactive training daily. Log into sessions from any device and you'll still have time left in your day to put what you've learned into practice. Then if you'd like, you can report back to your instructor and fellow participants the next day to share your experiences and ask any questions you might have. This unique, *feedback-enabled* format helps to reinforce learning and strengthen your retention of vital concepts — *so they stick*.

**Earn a Professional Certificate:** By the end of the week, you'll have the enhanced skills, knowledge and insights you need to be more successful in your leadership role. And you'll receive a signed Certificate of Completion, along with a digital eBadge to display your new skills and competencies.

*NOTE: To protect the integrity of this virtual certificate program, participants must attend this training with cameras on for the duration of the event. Please contact customer care prior to the event with any questions or concerns — [customercare@skillpath.com](mailto:customercare@skillpath.com) or 1-800-873-7545.*

*May be eligible for your company's tuition reimbursement program. Check with your employer.*

## Day 1

### Using Leadership Presence to Connect a Diverse Team

- Describe how to help employees see the value of diversity
- Identify the elements that shape communication and affect the way people think, act and interact at work
- Discuss the diversity communication mistakes people make and how to overcome them
- Explain how diversity can contribute to conflict and the guidelines for addressing it
- Understand what a motivating climate looks and sounds like in a diverse workplace
- Get your team closer to communication's idealized goal: common understanding

## Day 2

### Refine Your Presence, Presentation Skills and Storytelling Abilities

- Discuss ways to connect with your audience
- Evaluate organizational patterns for presentations
- List options for enhancing your presentations
- Describe how to use voice and diction to your advantage
- Explain how to create effective visual aids
- Understand how the narrative arc can strengthen your presentation

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Day 3

### Authentically Influence Others and Improve Your Negotiation Skills

- Discuss how to use emotion, logic and the principles of persuasion to win commitment
- Describe how to convey believability through your verbal and nonverbal communication
- Explain the necessary conditions for the different possible outcomes in a negotiation
- Understand how to conduct a relationship-saving, win-win negotiation
- List some of the communication mistakes that can harm negotiations
- Describe how to finalize a negotiation and close a deal

Day 4

### Demonstrating Leadership in Conflict Situations

- Explain what makes a person seem difficult
- Assess whether you are the difficult person and what to do about it if you are
- Discuss communication techniques that help build alliances
- Describe what causes emotional reactions
- Use the escalation cycle as a guide to recognize and respond to an intensifying conflict
- Evaluate and remedy damage after a heated interaction

Day 5

### Leading in the Moment or in the Face of Crisis

- List preparation strategies for impromptu speaking
- Learn how to avoid nervousness and stay calm during a crisis
- Discuss how to deliver any speech with confidence
- Describe the roles mass media and social media play in crisis communication
- Identify guidelines for effectively communicating with the media
- Explain how to evaluate public opinion and message effectiveness