



2-DAY LEADERSHIP PROGRAMME

Mastering the Art of

LEADERSHIP COMMUNICATION

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Impactful leadership communication ranks as the top critical driver of organisational results. Those skills enable leaders to articulate visions, align strategies, motivate teams effectively, foster meaningful collaboration, cultivate a culture of inclusivity, and unlock a company's potential – all vital for long-term success in a rapidly changing business landscape.

'Mastering the Art of Leadership Communication' is an intensive two-day leadership programme designed to challenge participants to rethink their impact as leaders. It guides them in transforming their leadership communication skills into a signature strength. This fast-paced and results-oriented programme is uniquely tailored for both emerging and established leaders, with a focus on strengthening their face-to-face communication skills (whether it is one-to-one communication or one-to-many).

Its aim is to equip them with the ability to align, inspire, and activate teams, thereby driving organisational success.

Whether your organisation's goal is to grow the next generation of leaders, develop the rising stars, or amplify the impact of existing leaders, this programme is designed to unlock their potential. It aims to elevate their leadership value and impact, contributing to enhanced personal, team, and corporate success.

Suitable for

This program is ideal for emerging and established leaders, as well as for individuals aspiring to leadership roles or for those expected to demonstrate leadership qualities.

Language

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in the programme.



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Programme

This intensive 2-day programme focuses specifically on face-to-face communication strategies and is designed to equip participants with the skills to align, inspire, and activate teams effectively, thereby driving organisational success.

The programme, involving a high level of interactivity, is structured into four interrelated modules, creating a cohesive framework for achieving excellence in many crucial aspects of leadership communication.

Participants embark on a journey where they first enhance their skills in crafting clear messages (CLARITY) and fostering inclusivity (INCLUSION).

They then progress to the art of leaving a lasting impact, ensuring their messages resonate long after delivery (INSPIRATION).

Finally, the programme empowers leaders to translate their clear and inspiring messages into tangible actions that drive results (ACTIVATION). This sequential approach equips emerging and established leaders with a comprehensive communication skill set, from message clarity and inclusivity to inspiration and effective action.

Extending the learning journey

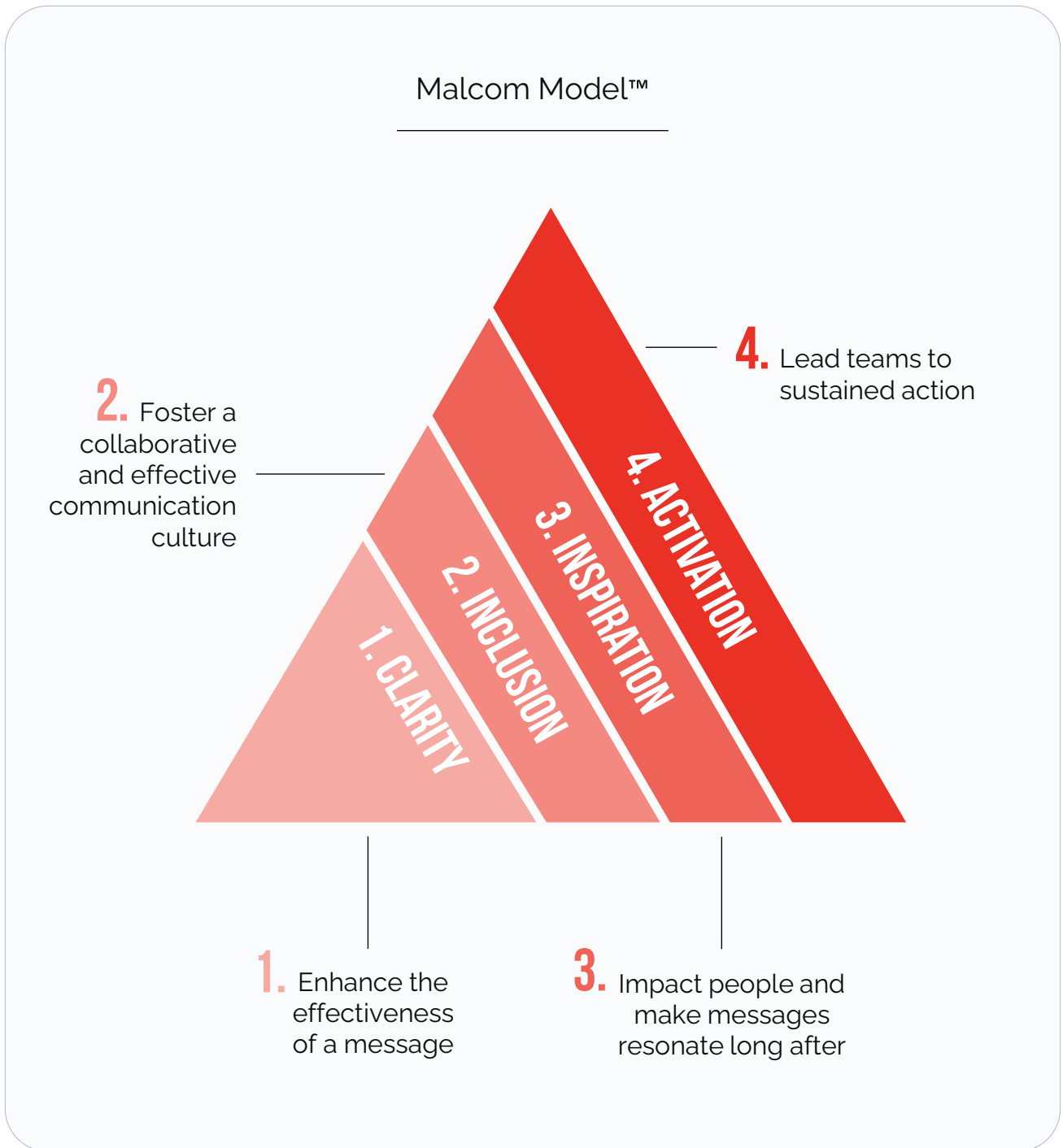
After completing the two-day programme, participants will receive a weekly e-mail for the next six months. Each e-mail will contain a key takeaway from the training, reinforcing the powerful messages and insights gained. This microlearning approach is designed to ensure that the concepts are deeply ingrained, remembered, and effectively applied in participants' day-to-day work activities.



Mastering the Art of Leadership Communication

MALCOM MODEL™

This intensive 2-day programme on 'Mastering the Art of Leadership Communication' is based on the Malcom Model™, consisting of four interrelated modules, creating a cohesive framework for achieving excellence in many crucial aspects of leadership communication.



1. CLARITY

ENHANCE THE EFFECTIVENESS OF A MESSAGE

- Understand the significance and impact of clear communication in a business context
 - Master contextualization: frame messages effectively to boost relevance and clarity
 - Achieve precision: learn techniques to eliminate ambiguity and reduce confusion
 - Simplify complex concepts: transform intricate ideas, strategies and visions into clear messages
 - Practice brevity: employ strategies to ensure communication is concise and focused
 - Optimise flow: structure messages for optimal understanding and impact
 - Utilise visualization: learn to talk in images to visualize your thinking, plans and ideas
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2. INCLUSION

FOSTER A COLLABORATIVE AND EFFECTIVE COMMUNICATION CULTURE

- Understand the key principles and the role of inclusive leadership communication
- Develop active listening skills: embrace diversity and seek diverse perspectives
- Cultivate curiosity: harness the power of smart questioning skills
- Master the art of giving and receiving constructive feedback effectively
- Learn to convey challenging messages with confidence and overcome resistance

3. INSPIRATION

IMPACT PEOPLE AND MAKE MESSAGES RESONATE LONG AFTER

- Understand the key principles and the importance of inspiring leadership communication
 - Harness emotional intelligence: communicate and connect with people on a deeper level
 - Apply advanced communication techniques to effectively motivate and inspire teams and individuals
 - Master the art of business storytelling: craft compelling narratives that resonate and are memorable
 - Propel teams to greatness: cultivate a culture of optimism, foster courage, and ignite imagination
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4. ACTIVATION

LEAD TEAMS TO SUSTAINED ACTION

- Understand the key principles and the importance of team activation
- Communicate goals effectively and balance short-term objectives with long-term ambitions
- Keep teams engaged and inspire commitment in times of change
- Turn ideas, strategies and visions into action

PRACTICAL

This programme can be offered at a time and location that aligns with your organisation's needs. Options include on-site sessions at your company, off-site sessions, or the opportunity to elevate the experience with a two-day leadership retreat at an inspiring venue in Europe. If desired, additional activities can be included, extending the programme duration to 3 to 3.5 days for a more immersive experience.

About your coach

Filip Muylleert is an expert in impactful leadership communication, a presentation strategist, and a sought-after professional keynote speaker. He has captivated audiences across all five continents with his transformative and impactful approach. Filip is the founder of The Communication Group and he is also the author of 'How Leaders Speak to Inspire' (2022). This influential work has garnered accolades from internationally recognized figures such as marketing guru Seth Godin, American leadership expert Marshall Goldsmith, and numerous C-level managers. www.filipmuylleert.be

More info

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