MISSION
We create and disseminate knowledge through collaborative relationships while developing transformational leaders who make business happen.

LEADERSHIP THROUGH COMMUNICATION EXCELLENCE AND CRITICAL CONVERSATIONS
This two-day executive development program provides participants with the tools necessary to develop leadership presence and credibility.

REGISTER:
Executive Development Programs
edp@broad.msu.edu
517-353-8711
broad.msu.edu/executive-education
PROGRAM INTRODUCTION
Effective communication is a critical skill that all leaders and managers need to master. Offered through the Broad College of Business, Leadership Through Communication Excellence and Critical Conversations is a two-day interactive program designed to help participants foster business discussions that matter. The relationship between leadership presence and communication effectiveness is explored, as is the art of having difficult conversations.

Using interactive sessions and research-based presentations, participants will discover and develop their own communication styles. Participants will leave with strategies to maintain their leadership credibility, tools to navigate important conversations, and the ability to build stronger business relationships.

KEY LEARNING OUTCOMES
During this program, participants will:
• Learn the principles of communication that drive all business interactions
• Cultivate your leadership communication styles
• Understanding biases that may impact communication and leadership
• Learn how to build stronger relationships
• How to communicate and perform well in five key critical conversations

WHO SHOULD ATTEND
This program is designed for new or emerging leaders in management such as vice presidents, general managers, division or department heads, project team leaders, directors, and others who have been in leadership positions for three to five years.

PRICE AND REGISTRATION
$2395. – full tuition (includes materials, meals, certificate of completion)
$1995. – early bird registration (Available until October 12, 2019)

LOCATION
JAMES B. HENRY CENTER FOR EXECUTIVE DEVELOPMENT
3535 Forest Road
Lansing, MI 48910
517-353-4350

PROGRAM FACULTY
William Donohue, Ph.D.,
Distinguished Professor of Communication,
College of Communication Arts & Sciences, Michigan State University

PARTICIPATING COMPANIES FROM RECENT YEARS
Adamy Valuation
Alliance Obstetrics and Gynecology
Amway
Apache Logistics, Inc.
Axia Institute
City of Southfield
Dewpoint
Four Winds Casino
ITC Holdings
Kellogg Company
Kresge Foundation
Michigan Farm Bureau
Michigan Public Health Institute
Michigan State Police
MSU Federal Credit Union
MSU RHS Information Services
MSU College of Veterinary Medicine
MSU Veterinary Medical Center
National Automatic Merchandising Association
Neogen
NOAA Great Lakes
Sony Electronics, Inc.
Sunovion Pharmaceuticals
TK Holdings
ZF Axle Drives

“This program far exceeded my expectations. Not only was it incredibly informative, it was also very enjoyable to engage with class members with lots of humor and laughter.”

“One of my favorite educational programs. It is so applicable to all disciplines in the workplace. This is not just a two-day lecture, but a very interactive approach with real life stories and excellent case studies. Highly recommend to leaders and emerging leaders.”

SCHEDULE
Day 1: November 12, 2019
9 a.m.   Understanding Your Communication Style as a Leader
• Fundamentals of communication skills
• Internal communication
• Employee engagement and performance appraisals
12 p.m.   Lunch
1 p.m.   Using Communication to Build Relationships
• External communication
• Communication protocols
• Developing your brand

Day 2: November 13, 2019
8:30 a.m.   Understanding Yourself as a Communicator in Critical Conversations
• How does your communication style influence conversations?
• Communication and driving change
12 p.m.   Lunch
1 p.m.   Understanding Yourself as a Communicator in Critical Conversations
• Communication during negotiations
• Communication for effective presentations

Pitfalls and Mistakes to Avoid Conclusions and Wrap Up

Program content is correct at the time of printing, but may be subject to change.

For more information visit: broad.msu.edu/executive-education/