

Grow your career.
Level up for the future.

Certificate in Critical Communication Skills

Develop the skills and confidence to present well, communicate effectively and be more persuasive in any situation, written or spoken.



Certificate in Critical Communication Skills

Critical communication skills accelerate career success and are essential to the cohesive and prosperous operation of any organization. With this effective business communication program, you will learn to embrace a professional approach to improving your communication style, both written and verbal, and learn to take advantage of the different ways that your communication choices impact colleagues, client and vendor relationships – and your overall professional success. You'll learn the “ingredients” of a convincing presentation. Build your confidence with hands-on experiences in group presentations and improve your personal skills for a foolproof presentation strategy. In just 5 days of business communication training, you'll acquire the skills necessary to become a persuasive communicator and a collaborative problem solver when it matters most.

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5-Day Program:



2-Day Presentation Skills Focus and 3-Day Speaking, Writing & Interacting Successfully with others Focus



Book this program [online](#)





Certificate in Critical Communication Skills

This effective business communication program teaches you strategies, such as best practices; your communication style in action: adapting your technique; interpersonal success skills; communicating up, down and across your organization; presenting information vividly; managing difficult conversations; and business storytelling techniques. Benefit from expert guest speakers throughout the program.

You'll develop vital professional strategies to communicate effectively with senior leadership, managers, clients and front-line staff. Learn how to find, nurture and deliver the stories that get people working together, facilitate sharing of knowledge and engage your listeners. Apply your new expertise in real-time toward current work challenges.



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Program Highlight



5 Classroom Sessions

Rich learning in just 5 days of study



Mixed Learning

Benefit from the blend of individual and group exercises



Interactive

Hands on and participatory



Digital Badge

Receive an authentic digital badge from Canada's #1 business school



Program Faculty



Diana Kawarsky

MA, CCP

Diana Kawarsky has been on the Faculty at Schulich ExecEd since 2006 and is among the top 3% of teaching faculty student rankings. Her experience has breadth from working with a variety of professionals – from new hires to seasoned executives, totaling more than 20,000 learners to date.

Diana is a Certified Coaching Professional (CCP) working one-on-one, in-person and remotely, building individual success skills. She also holds an MA in Interdisciplinary Studies. She is the author of two well-reviewed books: *Skills Volume 1*, and *The Soft Cs*.

In 2021 Diana attained the rank of #26 in Global Gurus' "Top 30" in the Communication category. Top 30 Gurus, in their respective categories are the "Cream of the Crop", the World's Top 30 most influential Professionals Speakers, Trainers and/or Consultants in their areas.



What an incredible experience, thought provoking and an opportunity to reflect on how I can improve my connections at all levels.

Margaret Adaniel

Head of Marketing, Insurance and Investments, RBC



This program was carefully designed and presented excellently by the facilitator. Through the knowledge, I have been exposed to new techniques of enhancing communication at work. This program was worth it.

Ibrahim Buwai

Principal Manager, National Pension Commission



This program has provided me with insights that will help me communicate more clear messages to not only my co-workers, customers but in everyday conversations. It has been a very worthwhile week.

Jane Fleming

Marketing Communications Manager, Brady Canada



Schulich has set itself apart from other executive education programs. The direct application of program material will act as a true value-add to my current and future career endeavours.

Elizabeth Moschopedis

Asset Marketing Manager, Oxford Properties Group

Program Content



Improving Presentation Effectiveness

- Setting & exceeding Audience Expectations
- Delivering Persuasive Presentations to achieve desired outcomes
- Use a variety of question types to explore the opinions and insights of others

Overcoming Resistance & Tools for Confidence

- Body language cues and how to leverage relationships for mutual understanding and results
- Presenting to a Variety of Audiences
- Listen more effectively through improved empathetic thinking

Effective Communication Strategies: Best Practices

- Apply behaviours and techniques that exude self-confidence and esteem to improve your professional image and interactions with others
- Practice and facilitate effective listening and communication
- Communicate confidently with professionals from other cultures

Critical Conversations – In Action

- Use specific communication techniques to demonstrate understanding and interest
- Assess and adapt messages to others' communication and learning style preferences
- Curiosity: The Secret Weapon of Persuasion

Program Content



Resolving & Managing Conflict With Grace

- Take responsibility for communicating new ideas and innovations
- Build a professional image with self-confidence, self-esteem, and self-concept
- Break down barriers between team cooperation and organizational effectiveness

Effective Meeting Management

- Professionally lead your meetings using 9 team facilitation techniques
- Set clear outcomes with pre-meeting and post-meeting action items
- Keep your group engaged using a variety of meeting styles

Assert Yourself: Communicating Up, Down and Across Your Organization & With All Your Clients

- Structure messages to enable others to engage in the communication and take appropriate action
- Create mutually beneficial work relationships based on clear expectations and deliverables
- Manage emotions during conversations to stay focused on the content of the discussion

Participant Profile

Working professionals looking to enhance their ability to communicate strong and impactful messages, including:

- Entrepreneurs developing themselves and their businesses
- High-potential supervisors & managers
- Office managers & supervisors
- Training, HR and industrial relations specialists
- Branch managers



Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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