

Grow your career.  
Level up for the future.

# Certificate in Strategic Messaging & Business Communications

Unlock the Power of Strategic Messaging and  
Business Communications



**Schulich**  
School of Business  
Executive Education

**YORK U**



## Certificate in Strategic Messaging & Business Communications

Are you seeking the superpower of successful communication? Well, good news—effective business communication can be learned. Our comprehensive program is designed to sharpen your communication skills, strengthen your interpersonal relationships, and level up your career.

Discover the transformative power of effective communication and grow your career with Canada's #1 business school.

**Grow your career.**  
**Level up for the future.**



2 days of study



Book this program [online](#)





## Certificate in Strategic Messaging & Business Communications

Initiate and develop relationships to influence decision-making. Better prepare for important business engagements. Effectively deliver your ideas and proposals and successfully manage opposition or difficult conversations. These capabilities are even more vital in today's remote-work world, where business leaders must communicate persuasively through virtual channels—our program is exactly what you need to keep up.

From mastering persuasive presentations to crafting impactful written messages, this program equips you with the tools to engage, influence, and inspire in any business setting.



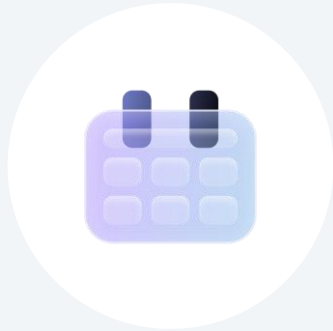
2 days of study



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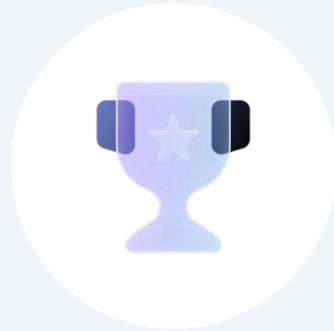


# Program **Highlight**



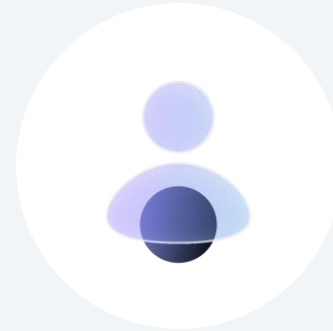
## **2 days of study**

Rich learning in just 2 days of study.



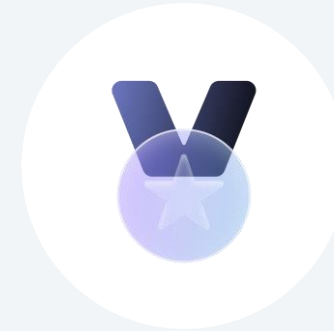
## **Learn from the Pros**

Train with top-rated Schulich ExecEd instructors that are consistently ranked among the world's best.



## **Stand Out From The Crowd**

Get highly sought-after skills in communication, collaboration, and business interactions, to thrive in your role or move up the career ladder.



## **Certificate**

Provided upon completing a longer program that may comprise several badges signifying a more extensive skill set.

# Program Faculty



**Charmain Moules**

ICF, PCC, CHRL, CTDP

Charmaine has a passion for helping others bring joy and fun back into their work and lives. She aims to create a positive ripple of change in others to help improve their personal and business success. Having a career both as an entrepreneur and as an executive working for prominent global organizations, Charmaine brings a business mindset with a real-life, hands-on approach. Her guidelines for coaching, facilitation and consulting are firm yet flexible, challenging yet respectful; to dream big then get practical to get to results in a fun, engaging way.

Charmaine was the Development Leader for an award-winning “Best Global Executive Development Program.” She designed, developed and was a Facilitator for this 18-month strategic talent management leadership experience to grow top talent for future roles. Charmaine has experience as a Professor of Business & Entrepreneurship and as a Faculty member for a global leadership program where she lived in South Africa.

Currently, Charmaine owns and leads a global leadership assessment, coaching & development consultancy. As an ICF Credentialed Coach, she coaches leaders globally at all stages of their careers, whether they are preparing to transition, are in transition, or are expanding their leadership presence in their current or future roles. As an Assessment Practitioner, she brings an evidence-based approach using assessments, talent analytics and her deep expertise in leadership, resilience, emotional intelligence, and team performance. As a Learning Architect, she creates transformational development experiences. As a Facilitator & Speaker, she thrives when she is connecting, facilitating learning and behaviour change and inspiring others.

# Program Content



## Module 1: Overcoming Initial Barriers to Effective Communications

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This module will give participants tools to avoid miscommunication and time-consuming misunderstandings. It will focus on practical tips for effective verbal and written communication, all with the goal of helping influence decisions and actions:

- Discovering the importance of making a good first impression
- Building rapport with colleagues and clients
- Deepening relationships

## Module 2: Preparation and Developing Compelling Messages

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This module will explain how to create and support messages that make emotional, memorable connections while also conveying vital information. Participant will develop the skills to ensure their communications are concise, compelling and results oriented.

## Module 3: Presenting with Confidence

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This module will present the foundational and advanced techniques for delivering engaging presentations. It will demonstrate and explain how the combination of content and delivery can impact and motivate an audience of any size, including how to maximize your impact in virtual setting.

# Program Content



## Module 4: Managing Difficult Conversations

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This last module will present how to gain credibility and understanding in these difficult situations to maximize business success. Participants will learn to build strategies for navigating more challenging conversations, from legitimate pointed questions to dealing with strong opposing points of view when emotions are running high.



# Who Will Benefit



## Aspiring Leader

New professionals eager to advocate for or advance their careers can equip themselves with the strategies, skills, and know-how to excel at their positions and master business communications. This program is ideal for emerging leaders in various sectors, including technical professionals looking to improve their communications. This program is particularly ideal for aspiring sales leaders.



## Mid-Career Leader

Mid-career professionals can transform into effective communicators that drive effective decisions and motivate action in their teams. Potential program candidates include managers and supervisors aspiring for executive roles, particularly in sales roles. This program is perfect for all sectors, particularly technical fields like IT, engineering and finance professionals seeking to improve their communications.



# Completion Benefits

After completing the Certificate in Strategic Messaging & Business Communications, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



## Certificate

Provided upon completing a longer program that may comprise several badges signifying a more extensive skill set.

# 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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