

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

Powerful Communication

Communicate with Confidence,
Lead with Impact



Powerful Communication

Develop essential communication skills through hands-on practice in storytelling, conflict resolution, and engaging diverse audiences. This program helps you refine your communication style, build trust, and influence stakeholders at all levels. By mastering these skills, you'll transform the way you communicate, leading to greater success in your leadership and interpersonal interactions.

Grow your career.
Level up for the future.



16-hour program



Book this program [online](#)



Powerful Communication

Effective leadership is built on clear, powerful communication, yet many leaders struggle with articulating their vision, engaging stakeholders, and fostering collaboration. This program empowers participants to develop communication strategies that resonate with diverse audiences and address organizational challenges.

Through practical exercises in storytelling, conflict resolution, and communication planning, you'll gain the confidence to navigate complex conversations, inspire action, and lead with impact.



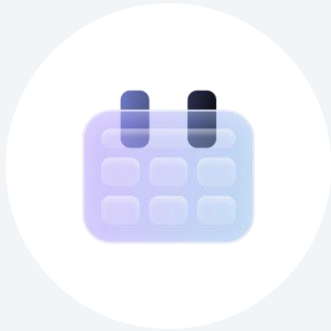
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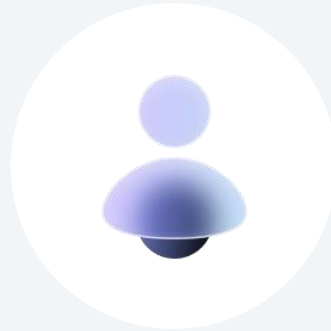


Program Highlight



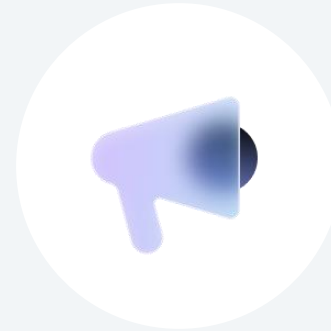
Weekday Evening Classes

This online program with weekday evening classes allows you to develop communication skills without disrupting your career.



Build a Meaningful Network

Connect with and learn from peers across a wide range of sectors, industries, and professions.



Enhance Your Storytelling Ability

Learn how to craft compelling narratives that resonate with diverse audiences, making your communication more memorable and impactful.



Influence Stakeholders at Every Level

Develop the skills to engage and persuade stakeholders, from team members to senior leaders, ensuring your message drives action and alignment.

Program Faculty



Michelle Saba

CPIR

Michelle is a trusted advisor and business leader with over 20 years of experience working with Canadian and global companies, including Cineplex, Loblaw Companies, Arterra Wines Canada, Constellation Brands, PepsiCo, Beam Global, the Wine Marketing Association of Ontario (WMAO), Wine Growers Ontario, and Food Network Canada. She has exceptional thought leadership in all streams of communication, including corporate reputation, issues and crisis management, public/media relations, and internal and executive communications.

As a Certified Investor Relations Professional (CPIR), she understands the complexities of publicly held companies and private equity investments, as well as the varying stakeholder demands and regulatory considerations. With a PROSCI certification in Change Management, she helps organizations navigate divestitures, acquisitions, technology and process restructuring, and people changes.

Leading with an enterprise mindset, Michelle creates strategies that support organizations through growth ambitions and transformational change. As a brilliant storyteller, she builds interest and engagement across an organization's internal and external ecosystems. Her strength in fostering relationships with stakeholders forges strong alliances and trusted partnerships.

Program Content



Session 1:

Great Communication Strategies

- Identify Your Unique Communication Style: Understand how your communication style influences your interactions
- Adapt for Different Audiences: Tailor your communication approach to suit various audiences
- Master Active Listening: Foster better connections by improving your listening skills
- Leverage Non-Verbal Cues: Use body language and tone to enhance your message
- Develop Clear Strategies: Communicate with clarity and impact in all settings
- Provide and Receive Feedback: Turn feedback into opportunities for growth and improvement.

Session 2:

Storytelling Techniques

- Understand the Power of Storytelling: Learn why stories resonate and how they enhance communication
- Structure Your Story for Impact: Organize your message to create a compelling narrative flow
- Use Emotion to Engage Audiences: Tap into emotional storytelling to capture attention and inspire action
- Tailor Stories to Your Audience: Adapt your stories to align with the values and needs of different listeners
- Practice Delivering Stories Effectively: Refine your storytelling delivery to ensure clarity and engagement.

Program Content



Session 3:

Practicing Impactful Communication

- Apply Persuasion Techniques: Use proven methods to make your communication more convincing
- Master Concise Messaging: Learn to communicate clearly and efficiently, avoiding unnecessary details
- Use Tone and Body Language Effectively: Align your non-verbal cues with your message for greater impact
- Adapt to Audience Feedback: Read the room and adjust your communication style in real-time
- Practice Clarity Under Pressure: Stay clear and composed when communicating in high-stress situations
- Drive Action Through Communication: Ensure your messages inspire your audience to take meaningful action.

Session 4:

Communicating Through Problem Solving & Get Positive Attention

- Capture and Hold Attention: Use strategies to grab and maintain your audience's focus
- Craft Powerful Introductions: Start strong to immediately engage and build interest
- Emphasize Value Proposition: Highlight the key benefits of your message to gain trust and buy-in
- Communicate Solutions Effectively: Present problem-solving approaches that resonate with your audience
- Build Trust Through Transparency: Communicate openly to foster credibility and confidence
- Use Persuasive Messaging: Drive engagement by aligning your message with audience needs and concerns.

Program Content



Session 5:

Resolving Conflicts

- View Conflict as Opportunity: Reframe conflicts as chances for growth and improvement
- Improve Problem-Solving Skills: Use conflict as a tool to enhance your ability to find solutions
- Communicate Clearly in Tense Situations: Practice clear and calm communication to minimize confusion
- Foster Understanding in Ambiguity: Improve understanding even when details are unclear or uncertain
- Maintain Composure Under Pressure: Stay level-headed when navigating challenging conversations
- Turn Disagreements into Collaboration: Leverage conflicts to drive collaboration and team alignment.

Session 6:

Communicating to Senior Leaders

- Master Vertical Communication: Understand the key differences between communicating across and up the organization
- Tailor Messages for Senior Leaders: Adapt your communication style to meet the expectations of senior stakeholders
- Focus on Strategic Insights: Emphasize high-level insights and results that matter to leadership
- Be Concise and Direct: Communicate clearly and efficiently, respecting the time constraints of senior leaders
- Align Your Objectives with Leadership Goals: Ensure your communication supports broader business objectives.

Program Content



Session 7:

Managing Optics and Perceptions

- **Build a Strategic Network:** Establish meaningful relationships that support your professional goals
- **Manage Perceptions Effectively:** Understand how others perceive you and adjust your communication to shape those perceptions
- **Leverage Key Relationships:** Use your network to create new opportunities and drive influence
- **Facilitate Cross-Party Conversations:** Act as a connector to bring unconnected parties together for mutual benefit
- **Enhance Your Professional Image:** Position yourself as a trusted leader through thoughtful communication and actions

Session 8:

Integrated Communication Strategies

- **Develop a Comprehensive Plan:** Create a well-rounded communication strategy for real or hypothetical situations
- **Incorporate Storytelling:** Use compelling narratives to strengthen your message
- **Integrate Conflict Resolution Techniques:** Address potential conflicts within your communication plan
- **Use Strategic Messaging:** Align your communication with key objectives and audience needs
- **Adapt to Various Scenarios:** Build a flexible plan that works in different business contexts
- **Drive Action Through Clear Communication:** Ensure your strategy inspires and leads to tangible results.

Who Will Benefit



Aspiring Leaders

Individuals early in their leadership journey will benefit from this program by gaining practical communication skills that build confidence in managing teams and projects. With a strong interest in leadership development, they seek to expand their communication toolkit to effectively navigate the complexities of leading and influencing others.



Mid-Career Leaders

Professionals with leadership experience looking to refresh their communication skills will find this program invaluable. These leaders often face challenges like team dynamics or organizational miscommunication and need advanced tools to guide their teams. They'll learn to foster clear, impactful communication that drives collaboration, resolves conflicts, and boosts performance.

Completion Benefits

After completing the program, you'll receive an authentic digital badge from the top-ranked 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.



Foundational

Signifies that you've gained information and insight into new skills.

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.

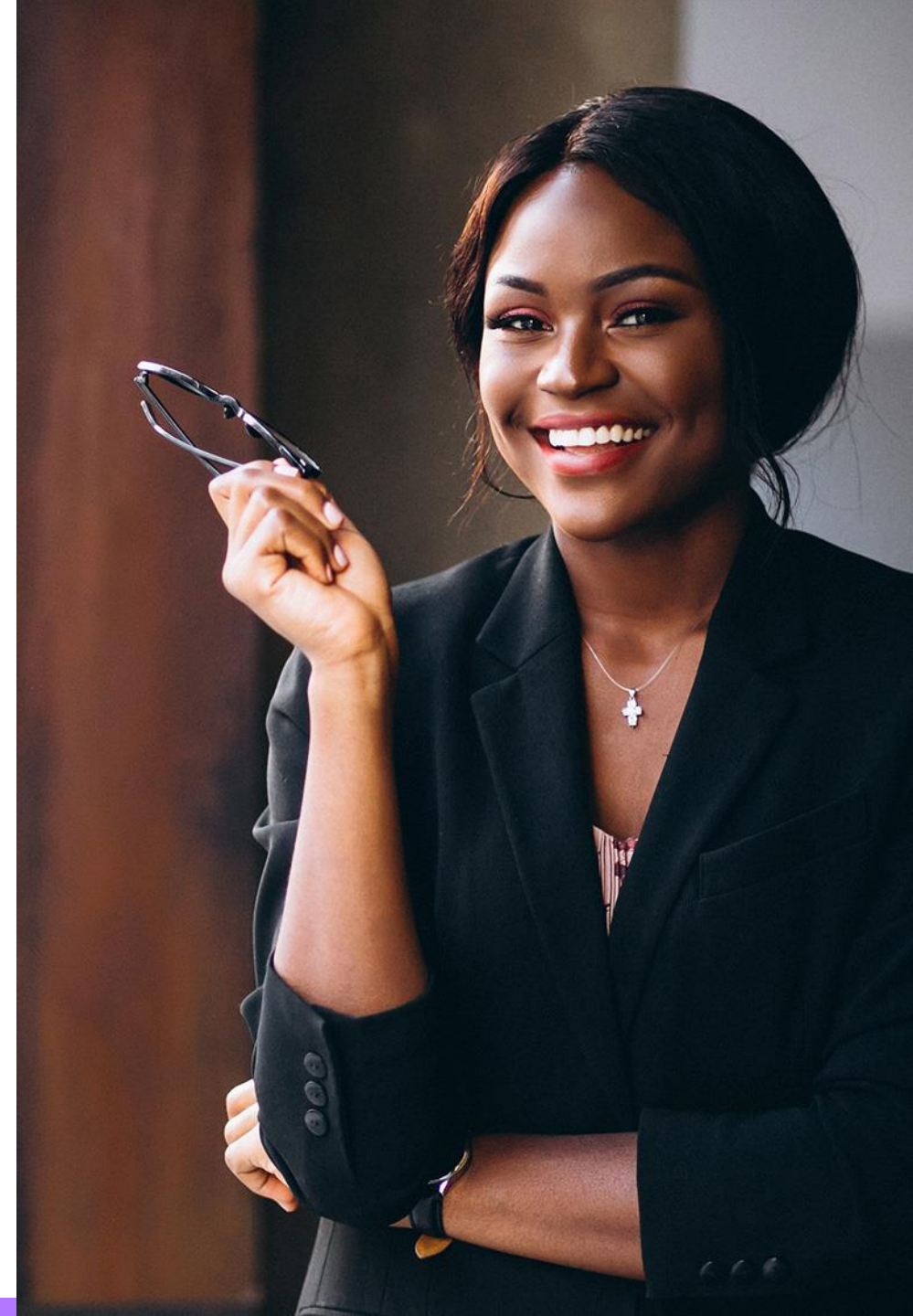
We Provide:

- 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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