Program Outline

Hot Case Studies to get us started:

What do you say to a dysfunctional team?
How do you get someone to answer an important email?
What do you say when you’re delivering bad news to senior management?

Examining Leadership Communication Challenges

The situations that challenge leaders—counseling an employee, laying someone off, celebrating an achievement, announcing a reorganization, uniting a team, respecting confidentiality, listening to complaints … we’ll examine the list of opportunities in depth. You add yours to our list.

Who are you talking to?

Audience analysis: How to size up resistance, pre-conceived notions, fatigue, anxiety, competition, enthusiasm, cynicism. What to do about each of them.

Dicey Conversations

Planning ahead for difficult conversations (rather than winging it). We’ll set up scenarios, let you do the planning and rehearsal, and role play the conversation.

Making Presentations

Essential elements of presentations for leaders, including practice, listening (which is the most important thing!). Also effective visuals—and when to use none.

The Art of Persuasion

What words to use, what to avoid. Taking into account where your audience “is coming from.” Listening to disagreement.

Writing for Results

When should you put difficult news in writing? How to organize your thoughts, reach your audience. Putting together complicated deliverables. Sequencing your ideas.

Writing techniques that draw people in.

Also: Why business writing is boring. The cost and other downsides of terrible writing, to you and to your organization.
From Delivering Bad News to the Art of Persuasion

Here’s just a sample of what leaders do:

Deliver unwelcome news; persuade senior managers; breathe new life into ho-hum meetings; explain complicated concepts; intervene in arguments; rally people who are disinterested, cynical, impatient.

Leaders who duck these challenges always regret it. In Write, Speak, Listen, and Lead, you’ll learn to handle all these and more from someone who’s done it. A tech manager and leader for 20+ years, instructor and course designer Susan de la Vergne knows how to prepare and deliver, and how to adjust in the moment when things aren’t going as planned.

Your Workshop Leader

Susan de la Vergne is a popular, insightful, and engaging instructor, teaching communication skills to engineers and technical professionals. A hands-on tech professional for over 20 years, and also a writer and a professional speaker, Susan has used the techniques she teaches for years, successfully writing for, and making technical presentations to, technical audiences ranging from small to huge.

Before becoming an instructor, Susan was an Information Technology professional and leader for 20+ years, a career she prepared for by majoring in English and Theater in college. Susan brings her interesting and unusual combination of education and experience to engineers and tech professionals who want to become better communicators. Whether it’s learning how to prepare and deliver effective, actionable presentations or how to write efficient, even enjoyable (!) business deliverables. Using real-world examples, humor, stories and examples from her experience, Susan shares immediately usable techniques in her workshops. In her lively, practical and relevant communication skills sessions, participants get plenty of individualized attention and learn dozens of techniques and practices that they can put to use right away.


WRITE, SPEAK, LISTEN AND LEAD — PRICING AND REGISTRATION

Continuing Education Credits = 6.5 PDHs/PDUs.

Public Workshop Registration: $497 per attendee. Limited to 25 participants.

Register at: www.Auxilium-Inc.com/Write-Speak-Listen-Lead.htm or call 800-577-3528.

Bring This Workshop Onsite to Your Company

Auxilium’s workshops are available for onsite facilitation. Call 800-577-3528 and let us customize this program for you.