

Communication: Influencing Senior Leadership

Intended Audience	Mid-Level	Delivery Options	2-Day In-Person (Onsite or Seminar)
HR Competencies	<ul style="list-style-type: none">• Leadership & Navigation• Communication• HR Expertise (HR Knowledge)	Recertification*	SHRM: 15 PDCs

Program Overview

Learn to convey credibility in interactions with staff at all levels of your organization, especially senior leadership. Enhance your relationship-building, communication, and presentation skills to form necessary partnerships in your organization to drive business results. Discover ways to communicate clearly and credibly to senior leadership through extensive practice sessions and individualized feedback. On the last day of the seminar, use what you've learned to deliver a 15-minute presentation on camera and in front of your peers. Following this program, re-watch and reflect on your presentation, along with your cohorts' feedback, to continue your development.

Program Objectives

This program is designed to provide you with the knowledge and skills necessary to:

- Describe the importance of credibility in effective communication and influence by HR leaders.
- Assess the image you present to other leaders and identify ways to enhance your image.
- Develop strategies and approaches for building effective relationships with business leaders.
- Prepare and present a proposal to senior leaders, stakeholders, and the board that will position ideas for acceptance.
- Make your ideas appealing to others and use influence and advocacy skills to affect decisions



*Visit shrm.org/seminars for the most up-to-date recertification credit details.

Program Modules

This program includes the following modules:

- Module 1: Introduction
- Module 2: Credibility and Communication
 - Components of effective communication and impact
 - Types of attitudes and behaviors to influence
 - Global implications
- Module 3: Your Image
 - Building credibility
 - Behaviors and attitudes that decrease credibility
 - Communicating with impact
- Module 4: Organize Your Thoughts
 - Communication creating an impression
 - Distractors to watch for
 - Expanding your message
 - Preparing your message
 - Communicating with executives
- Module 5: Prepare to Present to the Executive Team/Board of Directors
- Module 6: Presentation to the Executive Team/Board of Directors
- Module 7: Presentation Delivery
- Module 8: Develop Effective Relationships with Leaders
 - Five-step trust-building process
 - Developing relationships
- Module 9: Communicate Difficult Messages
- Module 10: Conclusion