

# COMMUNICATIONS PROFESSIONALS LEADERSHIP WORKSHOP

STRATEGIES TO BUILD LEADERSHIP  
CAPABILITY, DRIVE PERFORMANCE  
AND INCREASE EFFICIENCY

29 & 30  
APRIL 2019  
CLIFTONS AUCKLAND

## EXPLORE

- **Identify** and optimise your existing leadership strengths
- **Manage** your personal brand and reputation
- **Build** your team to be high performing and cohesive
- **Develop** your scope of influence and expertise
- **Drive** change in your organisation
- **Master** emerging skills and strategies in communications and new media
- **Foster** a culture of creative innovation

## EXPERT FACILITATOR



**Fiona Fenwick**  
Leadership Coach and Mentor  
**fifteenminutes**

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AND SAVE!

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BOOK AND PAY BEFORE  
7 FEBRUARY 2019  
TO SAVE UPTO \$400

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## ABOUT THE EVENT

The success of any organisation rests on the ability of the communication team to ensure staff are engaged, understand what is expected of them and that stakeholders are kept informed.

Transitioning from a technical communication specialist to a strategic leader is not a straightforward process. As a leader, it's vital to consider the broader organisational goals and align these with you and your team. Leaders in the communication profession need to create an environment conducive to fast, creative and considered decisions.

In this workshop, you will be guided through a number of activities and be presented with strategies to assist your progression from technical specialist to strategic leader. The interactive course will explore the demands of communications leadership and the skills and attributes needed to lead an effective team and achieve key organisational outcomes.

## WHO WILL ATTEND?

Professionals at all levels, from technical specialists, coordinators and officers through to management and executive seeking to improve their leadership capability in the following roles:

- ▶ Communications
- ▶ Public Relations
- ▶ Public Affairs
- ▶ Media
- ▶ Digital
- ▶ External Relations
- ▶ Stakeholder Engagement
- ▶ Community Engagement
- ▶ Social Media
- ▶ Corporate Affairs
- ▶ Marketing
- ▶ Publications / Editorial

## YOUR FACILITATOR

Fiona has a career spent in public relations and communications ranging from corporate and individual crisis and reputation management through to consumer and sports media and public relations. She has managed the communications for several NZ Olympic teams as well as managing and mentoring many of NZ's elite sporting teams and individual athletes.

Fiona, who has a M.A (Hons) in Political Studies, provides strategic communications advice and stakeholder engagement support to a variety of clients at Leadership and Board level. She currently serves on the Boards of The Professionelle Foundation, Baseball New Zealand and Saltire Ltd, as well as being past Chair of Women on Boards NZ and is a member of the Institute of Directors.



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## 29 APRIL DAY ONE

### Communications leadership foundations

- ▶ Characteristics of the valued communications leader
- ▶ Leadership concepts and practical skills for building leadership capability
- ▶ Transition from subject matter expert to influential leader
- ▶ Ensure your voice is heard and acted on

### Understand and develop your personal brand

- ▶ How does your world see you and how do you know?
- ▶ Practical exercises to understand your brand
- ▶ Develop a personal brand statement that works for you
- ▶ Putting your brand into action

### Develop an authentic leadership brand

- ▶ Practical methods to develop your unique leadership style
- ▶ Strategies to understand what sets you apart as a leader
- ▶ Understand the power of authenticity

### Influential leadership

- ▶ Identify the skills required to become an essential advisor
- ▶ How do you become skilled to shape and influence key decision makers?
- ▶ Understand and manage the barriers often put in place by more senior colleagues
- ▶ Develop your own valuable circles of influence

## 30 APRIL DAY TWO

### Leading up: Advocate for yourself and your team to senior leadership

- ▶ Speak the right language to get the budget and the buy-in you need
- ▶ Situating yourself and your team within broader organisational priorities
- ▶ Master emerging skills and strategies in communications and new media

### Grow your personal leadership brand

- ▶ Practical methods to develop your unique leadership style
- ▶ Strategies to develop your personal brand and understand what sets you apart as a leader
- ▶ Formulate and articulate your narrative as a leader

### Build an online presence to maximise brand reach

- ▶ Optimise your social media profiles for your new brand
- ▶ Keep your brand aligned inside and outside the office
- ▶ Navigate the political minefield of social media

### Bridge the gap between your new and current brand

- ▶ Reflect and respond to key lessons from the program
- ▶ Implement strategies to tackle key mindset challenges
- ▶ Incorporate the needs of your team into your leadership strategy

