

Communication Professionals Leadership Workshop

Techniques and strategies to build leadership capability, drive performance and increase efficiency



EXPLORE

- Management vs. Leadership - What's the difference?
- Identify and developing your existing leadership qualities
- Strategies for achieving peak performance
- Collaborative working and relationship building
- Increase your influence and strategic lens
- Maximise your personal leadership potential
- Position yourself for success
- Drive change within the organisation

EXPERT FACILITATOR



Adrian Cropley
President and Founder
Cropley Communication



8 & 9 May 2019
Cliftons Canberra
22 & 23 May 2019
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Communication Professionals Leadership Workshop

BACKGROUND

In an era defined by unprecedented media connectivity and 24 hour interaction, 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 external stakeholders are kept informed and satisfied. Communication professionals are technical specialists, but mastery of this specialised knowledge doesn't equate to successful leadership.

Transitioning from a technical communication specialist to a strategic leader who not only supports the business, but adds value through decisive guidance, is not a straight forward process. As a leader, it's vital to consider the broader organisational goals and constraints and align not only yourself but your team with them. 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 designed 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.

INTRODUCING YOUR FACILITATOR



Adrian Cropley
President and Founder
Cropley Communication

Adrian Cropley OAM, FRSA, ABC is one of the world's leading corporate communication & change strategists with over 25 years business and communication experience, working in a variety of roles, from project management, HR management to change management and organisational development. Until 2004, Adrian was the head of corporate employee communication for a major telco within Asia Pacific. He is now CEO of Cropley Communication and the Centre for Strategic Communication Excellence, focussing on change, communication & coaching solutions for a global client base.

Adrian has worked with a variety of clients on major change communication projects and developing corporate communication strategies for companies including Unilever, Shell, Bupa, NAB, ANZ, Alcatel-Lucent, Infosys as well as various government departments including the Australian Tax Office, the Department for Business, skills and innovation in the UK and organisations like the Hong Kong Police. He also conducts in-house and public training and development programs, as well as strategic planning workshops. Adrian has conducted master classes and workshops across the globe including, USA, Canada, UK, Sweden, Hong, Kong, Singapore, Thailand, Malaysia, India, Indonesia, Philippines, China, Japan, New Zealand, South Africa, Kenya as well as Australia.

An Accredited business communicator, Adrian guest lectures at RMIT University Melbourne and is on the advisory committee for the Public Relations program. He is a director on the board of an Australian-based IT services company and the Sacred Heart Mission, one of Melbourne's biggest homeless charities and has led many teams in his career.

Adrian is a multiple IABC Gold Quill award winner, all-star IABC Speaker and was IABC's 2008 Chapter Leader of the year. He has held many volunteer positions throughout his career including 15 years with the Scout Association of Australia. Adrian is a past chair of IABC.

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

TRAINING DELIVERY

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

PRE-COURSE QUESTIONNAIRE

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

Communication Professionals Leadership Workshop

Day One

Explore personal strengths and areas for growth

- Management vs. Leadership - What's the difference?
- Identify and align personal leadership traits with organisational goals
- Recognise and manage the demands of leadership
- Understand the expectations of internal and external stakeholders

Understand and develop your leadership capability

- Explore your preference profile and the profile of others
- Identify skills by applying the competence model
- Explore the 4 competencies of leadership
- Motivate and drive performance

Build a cohesive and high performing team to improve productivity

- Identify the strengths and weaknesses of your reports
- Explore and apply the Parker team player survey
- Encourage feedback and discussion to improve timeliness, creativity and effectiveness
- Understand the needs and motivations of stakeholders

Getting the best out of people

- Become a better listener
- Emotional intelligence and the emotional competence framework
- Coaching skills, giving and receiving feedback
- Explore various mindsets

Day Two

Become an influencer and strategic advisor

- Adding value as an advisor within your organisation
- Be seen as the strategic advisor or trusted business partner in your organisation
- Create impact to drive the business forward

Develop a consultative approach to demonstrate your value

- What does it mean to take a consultative approach?
- Explore the consultative model, understand what outcome you want to achieve
- Hook/offer request to earn the right to consult
- Conduct a contracting conversation

Build trust and influencing your key stakeholders

- Working through trust and the trust equation
- Know how you influence, what is in your toolkit
- Know who you need to influence and why
- Dealing with difficult people and difficult situations

Develop a leadership action plan for yourself and your team

- Identify skill gaps and how can you fill them?
- Build your plan to increase your leadership position
- Identify the plan for your team? What are the gaps? What are the opportunities and challenges?
- Final wrap up and reflection.

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2					<input type="checkbox"/> CAN <input type="checkbox"/> SYD
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Your Investment

Options (per person)	Value Plus Rate	Super Saver Rate	Early Bird Rate	Standard Rate
	Register and pay by 29 January	Register and pay by 6 March	Register and pay by 10 April	
Qty: Workshop	\$2395 + GST = (\$2634.50)	\$2695 + GST = (\$2964.50)	\$2795 + GST = (\$3074.50)	\$2895 + GST = (\$3184.50)
Discounted off standard rates:	Save up to \$500	Save up to \$200	Save up to \$100	

TOTAL incl GST

All Prices listed in Australian Dollars

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Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

	10% off Standard Rate	15% off Standard Rate	17% off Standard Rate		Do you have a team of ten or more people requiring this training? If so, it may be more cost effective for Liquid Learning to bring the training to you. Contact us to discuss your needs today.
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