

# Excellence in Communications Certificate

Program Duration: 4 days  
(choose 4 of 5 programs)

8:30 AM – 3:30 PM



Participants will walk away as strong, well rounded business communicators with effective written, verbal and non-verbal skills.

Sharpen your leadership voice and gain skills to become an excellent communicator by earning this certificate. This certificate provides techniques that will allow you to create clear written and verbal messaging, engage confidently in critical conversations, provide impactful presentations, and develop a clear leadership presence. The requirements to earn this certificate and digital badge are:

- Attending 4 of the 5 following one-day programs within the spring semester:
  - Effective Facilitating in a Virtual Environment
  - Influencing in a Cross-Functional Organization
  - Building Executive Presence
  - Business Communications
  - Critical Conversations

## Digital Badge:

Xavier Leadership Center is proud to offer each participant a digital badge once participants have met program completion criteria. Digital badges include a direct link to view program credentials, and can be utilized by participants on social media and digital resumes.



## Module 1: Effective Facilitating in a Virtual Environment

Facilitation in a virtual environment requires specific skills and techniques that as crucial in previous work environments. As work and training have shifted to a virtual format now and into the future, these skills have become critical to holding successful meetings, managing teams remotely, and delivering live virtual training. In this program, learn how to engage, connect, deliver, and provide meaningful content in a virtual setting. These skills will improve team and client relationships. Get ready to create and deliver impactful outcomes for your organization!

### Audience

Professionals at any level who want to increase their communications skills.

### Cost

\$2,200.00 General Registration

\$1,980.00 Xavier Alumni, Military/Govt./Non-profit

**2.4 CEUs will be issued for this program**

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## Module 2: Influencing in a Cross-Functional Organization

A cross functional organization is one where multiple reporting lines exist. This may involve direct line or indirect reporting to one or more individuals. At their best, cross functional structures can be creative and high performing. At their worst, they can be a confusing labyrinth of changing players who lack accountability. The skills and behaviors needed to make management a success require a new emphasis on exceptional people skills and methods for influence. This one-day program will address:

- Self-awareness and preparation
- Establishing clear goals upfront
- A cohesive narrative for persuasion
- Anticipating or dealing with pushback
- Systematic follow through to ensure positive outcomes

## Module 3: Building Executive Presence

In this dynamic workshop you will learn to identify the elements of an effective personal brand. You will create a personal brand mantra that reflects this. Once your brand executive presence is developed, you will learn ways to express your personal brand and discover communication strategies to quickly connect with others and project your best image. Lastly, you will learn to manage your first impression and gauge if your personal brand is strong and effective.

## Module 4: Business Communications

The first part of this interactive workshop focuses on improving verbal communication skills including providing meaningful feedback, resolving conflict, and meeting everyday workplace challenges.

The second portion of the class emphasizes effective written communication in the digital age, including crafting clear and concise messages, being other-centered, and increasing the professionalism in your writing. Both parts are geared toward becoming a manager who exhibits strong communication skills and helps other team members achieve results.

## Module 5: Critical Conversations for Managing Conflict

Meaningful conversations yield better results. When we are stuck because we are avoiding a needed conversation or having a conversation more often than we want, it is a sign that we are talking but not really conversing. Learning the proven skills that help frame how, when and what we say can yield amazing results. Critical conversations can be applied anywhere with anyone. These skills improve relationships, reduce stress, minimize conflict, improve productivity and best of all improve our ability to be effective.