

COMMUNICATIONS EXCELLENCE CERTIFICATE

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 include the completion of 4 of the available one-day programs.



One-Day Programs Options (Choose 4):

- Building Trust in the Workplace
- Business Communications
- Critical Conversations for Managing Conflict
- Developing Your Personal Brand
- Influencing in a Cross-Functional Organization
- Storytelling for Innovation

Audience:

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

Duration:

This program consists of 4 sessions on 4 separate days.

Cost: \$2,200 General Registration

Select Discounts Available

2.4 CEUs will be issued for this program

Digital Badge:

Xavier Leadership Center is proud to offer each participant a digital badge in Communications Excellence 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.



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Topics of the Available One-Day Programs:

Building Trust in the Workplace:

Participants will understand what trust looks like, what behaviors assist leaders and managers in building trust, and what leadership methods and actions might hamper confidence and trust with colleagues. Filled with experiential activities and engaging discussions, this one-day program will explore how each individual envisions trust. A pre-program assessment will facilitate personalized discussions, allowing participants to maximize their learning.

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.



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.

Developing Your Personal Brand:

Developing and demonstrating an intentional personal brand identity will create a more positive reputation, foster better and lasting impressions, and may bolster the influence you have upon others. Participants in this highly interactive course will begin by studying human psychology, their own biases, and how others perceive them. Building upon this foundation, participants will then identify the skills, characteristics, and abilities that make them unique. The program will combine all of these facets of one's persona, showing how a personal brand is made and utilized. Participants will create an action plan to acknowledge the areas they want to develop so that their personal brand can evolve into the version of how they want to be perceived in the world long-term.

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Topics of the Available One-Day Programs:

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



Storytelling for Innovation:

More than ever, there is one thing that truly separates many brands and companies today—that one thing is STORY. When it comes to creating powerful brand connections, engaging innovations, and inspirational business strategies, a good story can make whatever brands share more impactful. For this full-day workshop, presentations include surprising insights, engaging personal stories, fun movie references, hands-on exercises, and “Hollywood-esque” tools. Participants will leave with a series of inspiring story fundamentals, examples, and methods that can be applied by ANY role within an organization and in ANY industry. Using the building blocks of storytelling, participants will be able to develop strategies to bring innovative ideas and methodologies back to the organization.