

# 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):**

- Business Communications
- Business Storytelling
- Difficult Conversations
- Elevating Your Professional Image
- Feedback and Conflict Management
- Fostering Teamwork and Trust
- Influencing and Persuading for Results
- Presenting with Impact

## **Audience:**

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

**Cost: \$2,600 General Registration**

**Select Discounts Available**

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

## **Duration:**

This program consists of four full-day, in-person sessions.

## **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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## ONE-DAY PROGRAMS TOPICS:

### **Business Communications:**

The first part of this interactive workshop focuses on improving verbal communication skills like providing meaningful feedback, resolving conflict, and meeting everyday workplace challenges. The second half emphasizes effective written communication in the digital age, including crafting clear and concise messages, being other-centered, and increasing the professionalism in your writing.

### **Business Storytelling:**

This full-day workshop includes surprising insights, 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 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.

### **Difficult Conversations:**

Drawing on principles from Crucial Conversations, behavioral decision-making practices, and organizational theory, participants will learn to confidently navigate challenging interpersonal dynamics and high-stakes conversations. Through real-world application and engaging exercises, they’ll build the skills needed to foster trust, reduce conflict, and create stronger workplace relationships.

### **Elevating Your Professional Image:**

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.

### **Feedback and Conflict Management:**

This program begins by exploring the major causes of conflict in the workplace. Then, strategies are discussed for building psychological safety and managing emotional reactions during difficult and critical conversations. Next, participants will gain the confidence to deliver and receive feedback in a respectful, yet honest, way.

### **Fostering Teamwork and Trust:**

Participants will gain tools to enhance communication, navigate conflict, strengthen accountability, and build trust which is the essential thread that connects and sustains high-performing teams. Whether you’re leading a team, working within one, or building new connections across departments, this program helps you create the kind of environment where teams thrive and people want to contribute.

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## ONE-DAY PROGRAMS TOPICS:

### **Influencing and Persuasion for Results:**

This one-day program will provide strategies to influence others no matter their position or title to achieve common goals that will propel the overall organization toward success. Goal setting, preparation to be persuasive, and crafting an effective message for specific audiences will all be discussed through conversations and experiential activities.

### **Presenting with Impact:**

This one-day program will help participants prepare and deliver formal, informal, virtual, and in-person presentations. They will learn best practices to present with impact and how to control any anxious or nervous feelings they experience.

