



## Executive Education Open Programmes

### Fees

£995 (no VAT is charged)

Includes all meals, refreshments and programme materials.

### Duration

1 day

### Admissions criteria

Some management or leadership experience. Candidates stepping into their first management or leadership role are also encouraged to apply. All candidates must submit an application to ensure a qualified, executive-level cohort experience.

# Leadership Communication

Identify and understand the theory and practice of effective leadership communication and learn how to present yourself with lasting impact.

## Programme overview

Leaders are communicating all the time but often don't have time to think about their effectiveness or impact. The ability to articulate the corporate vision and strategy in a compelling and engaging way is critical to individual and business success. It's not just what is said, but how it is articulated and presented. Impactful leadership communication does not depend solely on an engaging and inspiring message. This unique programme, delivered in partnership with Pelham Street, will equip you with the additional skills required to communicate with energy and intent.

## Who is the programme for?

The programme is designed for executives who want to improve their communication style and presentation skills. It is particularly appropriate for first-time or aspiring managers or leaders who are looking to leverage said skills to present themselves with lasting impact.

## Focus and structure

Leaders are communicating all the time, even when they are not talking. They are observed and assessed at all times by all their stakeholders. Building self-awareness about the impact they have on the people around them is a critical first step before understanding how to flex their delivery and style to different audiences and settings.

A combination of facilitated discussion and interactive exercises will enable participants to have the opportunity to identify and understand the theory of effective leadership communication and to put the elements of effective presentation into practice. The first part of the day explores the importance of physical delivery in being a successful

communicator. The second part of the day enables participants to pull together all they have learned from a content and delivery perspective. Participants will deliver a presentation in response to a case study scenario which has been developed in teams.

## Programme benefits

- Develop self-awareness about your individual communication style and impact
- Explore the ingredients of compelling content and equip yourself with the skills to be an engaging and accessible communicator
- Identify the varying communication demands of different stakeholders and contexts from a delivery and content perspective
- Review your presentation style and practice how to make your content compelling and engaging
- Get specific, practical feedback and coaching tips on your individual communication style and presentation performance.



Apply now at  
[cass.city.ac.uk/execed](https://cass.city.ac.uk/execed)

## Open personal development programmes

- Strategic Decision Making for Leaders
- Becoming an Effective Leader
- Effective Negotiation Skills
- Practical Accounting and Finance for Entrepreneurs
- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills
- Leadership Communication: Present Yourself with Lasting Impact.

## World class faculty lead by:

Louisa Welby-Everard



Louisa is an executive coach at Pelham Street and has been working with senior leaders and their teams for the past 12 years.

Her coaching is focused on helping individuals identify and realise their potential.

Informed by her experiences as a BBC News Producer and then a Communications Consultant one of Louisa's areas of expertise is in helping individuals to bridge the gap in translating their thoughts and beliefs into language and behaviours that enable them to be impactful and engaging leaders.

Bridging this gap is a critical element of successful leadership. Her coaching is particularly effective in helping people improve their impact, gravitas, authority and leadership presence and she often supports clients tactically helping them prepare for set-piece events, presentations and public speaking opportunities.

Louisa's clients include senior business leaders, Board level executives of FTSE 100 companies, fund managers, lawyers, analysts, entrepreneurs, business founders and private individuals. Having graduated from Durham University, Louisa worked for Burson Marsteller, worked in The Conservative Party Press Office for the 1997 General Election, before joining BBC News.

## An experience at the heart of global business

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.

Apply now at  
[cass.city.ac.uk/execed](http://cass.city.ac.uk/execed)



Cass Executive Education  
200 Aldersgate Street  
London EC1A 4HD  
T: +44 (0)20 7040 8665  
E: [execed@city.ac.uk](mailto:execed@city.ac.uk)  
[www.cass.city.ac.uk/execed](http://www.cass.city.ac.uk/execed)