

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2134](http://www.amanet.org/2134)

# Advanced Leadership Communication Strategies

**Through effective leadership communication, motivate action at every level and influence even the toughest executives, customers, subordinates and stakeholders.**

You're already successful as a leader and communicator. But now you must exercise even greater influence, solve bigger problems and drive unprecedented performance improvements. Superior leadership communication skills and the ability to adapt them to constantly changing circumstances are essential.

## How You Will Benefit

- Discover breakthrough leadership communication techniques for driving business value and becoming a more powerful leader
- Master best practices for influencing peers, managers, subordinates, customers and other stakeholders
- Become more effective at handling your specific challenges, from delivering bad news to increasing team motivation
- Communicate confidently in any environment, from spontaneous "elevator pitches" to high-stakes reports and proposals
- Make the most of today's electronic communication tools
- Deliver powerful messages that win hearts and minds: messages that are short, simple, strong, credible, tailored to your audience and lead rapidly to action

## What You Will Cover

- Influencing employees, customers, partners and stakeholders, both internally and externally
- Developing the trust, credibility, rapport and relationships you need to deliver superior results
- Building consensus, cohesion, buy-in and team commitment
- Organizing and packaging your message for maximum impact
- Overcoming barriers to communication in any environment
- Controlling all elements of your message: written, verbal, visual and symbolic
- Choosing the best tools and channels for delivering messages
- Maximizing your effectiveness with electronic communications
- Successfully communicating in spontaneous situations

## Who Should Attend

This course is for experienced leaders interested in developing superior leadership

communication skills to achieve even greater success at the highest levels of their organizations.

## Schedule

- [3] days - \$2,745 Non Members
- [3] days - \$2,495 AMA Members
- [3] days - \$2,363 GSA

## Credits

21 CPE /18 PDCs/15 PDU\_L  
3 PDU\_S&B/18 PDU /1.8 CEU

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