

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/2130](http://www.amanet.org/2130)

# The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results

## People need to hear what you have to say.

No matter how compelling the vision or how brilliant the strategy, without leadership communication, there is no execution.

The ability to get buy-in, garner trust and inspire loyalty en masse isn't a skill you have to be born with. Now you can learn to develop grace under fire and inspire others when giving speeches and presentations. This fast-paced, results-oriented leadership communication training is uniquely designed to strengthen your leadership communication skills modeled on the world's best communicators. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

## How You Will Benefit

- Improve your leadership communication skills
- Build greater buy-in, trust and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them to action
- Rally support in difficult situations

## What You Will Cover

### The Voices of Effective Leaders - Past and Present

- Describe typical situations requiring specific leadership communication skills and assess how well you use the language of leadership in these situations
- Identify five traits of effective leadership communication and assess how well you demonstrate those traits

### Finding Your Leadership Voice

- Learn the two components of a leader's voice
- Describe several leadership communication styles and describe your dominant style

### Crafting Compelling Messages That Inspire Action and Produce Results

- Pinpoint the desired results of your leadership message by using a results matrix

- Shape your leadership message

### **Setting the Stage for Powerful Communication**

- Pick the right forum for leadership communications and create a winning setting for your key messages
- Overcome stage fright and communication anxiety

### **Taking the Lead**

- Generate presence and charisma that command respect
- Send clear messages that maximize audience understanding

### **Setting the Direction You Want Others to Travel**

- Communicate a clear mission and inspire vision and values
- Delegate authority in ways that prompt others to take responsibility

### **Influencing and Inspiring Others into Action**

- Identify the factors that demotivate
- Light a fire in the hearts of others

### **Coaching, Counseling and Mentoring for Improved Performance**

- Stimulate and guide authentic coaching, counseling and mentoring sessions

### **Addressing Tough and Touchy Topics in Ways That Defuse Tension**

- Handle conflict and hostile disputes

## **Who Should Attend**

Experienced managers and executives and anyone who aspires to a leadership position or who is expected to provide leadership and communicate their vision.

## **Special Feature**

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner - producing a greater return-on-investment for the employer and the seminar participant.

## **Schedule**

- [3] days - \$2,645 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

## Credits

18 PDU\_L/18 PDCs/18 PDU

21 CPE /1.8 CEU

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