



Smurfit Executive Development
 UCD Michael Smurfit Graduate Business School

COMMUNICATION FOR INFLUENCE & IMPACT

REAL-TIME • IMMERSIVE • VIRTUAL LEARNING



REAL-TIME, IMMERSIVE,
 VIRTUAL LEARNING
 FORMAT



Executive Education
 Ranking 2020

- 1** IN IRELAND FOR OPEN ENROLMENT
- 27** IN EUROPE FOR OPEN ENROLMENT
- 42** GLOBALLY FOR OPEN ENROLMENT

COMMUNICATION FOR INFLUENCE & IMPACT

COURSE OVERVIEW

In an increasingly virtual and complex business environment, the ability to communicate effectively has never been more important. Whether it is for the purposes of internal management, seeking external collaboration or driving business goals, clear and effective communication is an essential tool for today's business leaders.

Our Communication for Influence and Impact course is aimed at experienced executives who recognise the competitive advantage that effective communication can add to their core business strengths.

This course allows participants to draw on their existing strengths and personalities, challenges their existing perceptions and facilitates and encourages the development of a communication style that suits them.

Through a combination of communication theory, role-play, interactive presentations and discussion, participants will gain an enhanced understanding of the importance of communication and will acquire the skills necessary to develop an influencing style consistent with their own strengths and personality types.

Who is this course for?

- Executives who want to increase their confidence, impact and influence in a range of communication scenarios, from one-on-one conversations and meetings, to large audience presentations.
- Participants who have at least 5 years professional experience.
- Experienced professionals across all disciplines, in both public and private sectors, who wish to increase their levels of influence.
- Executives and other professionals who wish to improve their communications with colleagues or other internal stakeholders, particularly in a virtual setting.
- Executives and leaders who wish to strengthen and develop relationships with customers and other external stakeholders.
- Professionals who want to increase their influence and build on existing strengths in their core functional areas.

Key benefits

- Develop confidence and executive presence when communicating.
- Have a greater ability to build and maintain relationships with others, both internally and externally.
- Greater confidence to apply a structured approach to different communication scenarios.
- Develop your personal influence and impact on others.
- Learn techniques to improve communication effectiveness in different settings, including virtual.
- Increase your ability to engage and inspire others.
- Being creative and influential in your storytelling.
- Increased ability to listen actively and effectively.
- Understand the importance of Emotional Intelligence.

Course content

Day 1 - Communicating with Substance and Style

You will discover how you communicate with confidence and ensure substance and style in delivery. You will enhance your self-awareness and develop your verbal and vocal skills – language, tone, pitch, pace, volume. Learn how to structure your message and approach when communicating, whether this is in a meeting, a presentation pitch or influencing.

Day 2 - Influencing and Storytelling with Impact

Learn how to craft a story that brings your vision to life and motivates others towards action. Understand and apply the theory, importance and power of listening actively. Develop focused and relevant messages and stories, by analysing your audience and achieve charismatic authority. Understand the importance of verbal and non-verbal communication

Day 3 – Managing Difficult Situations and Conversations

Learn how to remain positive and objective when communicating a difficult message or managing a challenging conversation. Develop your personal influence and impact on others by showing empathy and achieving a win/win outcome. Understand the importance of emotional intelligence and behaviour in persuasive communication.

COMMUNICATION FOR INFLUENCE & IMPACT

Facilitator - Mary Groarke

Mary Groarke is a leadership development expert, strategist and executive coach. Mary supports organisations in becoming more strategic and impactful, by giving their people the necessary confidence, self-awareness, motivation and drive. She adds value to her clients' strategic business plans and helps their achievement of strong succession planning and progressive leaders.

Mary empowers individuals and groups to achieve their full potential. Her approach is practical, results driven and unique to each individual. She specialises in developing skills in the areas such as Powerful Presentations and Storytelling; Personal Effectiveness and Influencing; Emotional Intelligence; Leading in a Virtual World; and Building Resilience.

Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM. UCD Smurfit Executive Development is the only Irish member of UNICON, an invitation only alliance of the world's leading university-based executive education providers.

UCD Smurfit Executive Development has been ranked 1st in Ireland, 27th in Europe and 42nd in the world for its Open Enrolment programmes according to the prestigious 2020 Financial Times Executive Education Rankings. Our customised programmes have also been ranked at 47th in the European top 50. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.

APPLICATION PROCEDURE

This live online course is delivered in a synchronous format where you will engage with faculty and a global set of peers in an interactive, high-impact virtual environment. This course will blend live sessions with activities and readings to deepen one's understanding of the materials over three days. This course provides a special opportunity to hone your real-time communication skills. Participants are typically divided into small virtual groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

FEES

The fee of €2,000 is a comprehensive cost that includes your tuition and all course related materials. Please note that fees must be paid in advance in order to secure a place.

APPLICATION PROCEDURE

A completed application form and digital photograph are required.

HOW TO APPLY

To apply for any of our short courses, please contact a member of our team on +353 1 716 8889, email exec.dev@ucd.ie or visit www.smurfitschool.ie/executivedevelopment

" Mary's personal coaching on how to become a better communicator was incredibly valuable to me. Her advice was specific, relevant, and structured in a way that made it easy for me to put it into practice."

" With Mary's help, I have become a more effective communicator, have been able to clearly define and get adoption of my group's strategy / vision, and develop a more personal and authentic leadership style."

" Mary is a highly perceptive and skilled communicator. She accurately observes interactions, intuitively recognising both what motivates individuals and barriers that may get in their way. She is warm and engaging and without hesitation, I would recommend Mary to anyone who wants to realise his or her potential to be a highly effective communicator."



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Ranking 2020**

Please note that every effort has been made to ensure the information in this publication is correct. However, details may be subject to change without notice.