

Better Business Communications Series

CEO Communications ...make your vision penetrate and stick

Why should executives take this workshop?

Organization leaders make decisions based on the whole elephant. They then need to activate those decisions by communicating to all the various stakeholders who see only the trunk, tusks, skin, leg, or tail of the elephant.

In this workshop, executives will learn research-proven techniques to transform more abstract directives into messages that come alive in the minds, hearts, and actions of your organization's employees, customers, suppliers, and other stakeholders.



What will executives gain from this workshop?

Participants in the **CEO Communications** workshop will discover new ways to:

- overcome the "Curse of Knowledge"
- discover the "Potent Seed"
- create an "Activating Proverb"
- employ the qualities of a "Good Virus"
- grab and keep audience attention
- enlist emotional buy-in
- communicate a meaningful core message
- stimulate self-directing actions

How is the workshop conducted?

CEO Communications is a hands-on, interactive workshop where leaders learn by doing and by interfacing with other top executives. The workshop has two five-hour sessions on consecutive days.

When are the workshops offered?

Workshops are scheduled for Thursday and Friday morning. Lunch is provided. Workshops are limited to 8 participants.

Where are the workshops offered?

The Miller Campus of Salt Lake Community College. Workshops can also be customized to your needs at your location. For more information about customization, call Susana Chaffos at 957-3457.

How do I enroll?

Fill out the form at www.slcc.edu/mbrc/calendarofevents.asp or contact Student Services at 957-5200.

How much does it cost?

Tuition for **CEO Communications** workshops is \$229.00.

Who teaches this workshop?

CEO Communications workshops are led by Greg Larson who has taught communication skills to hundreds of individuals from dozens of companies. Greg is an internationally published author who also teaches Business Communication at Salt Lake Community College and Neumont University.

