

SCHEDULE OUTLINE:

Module 1 - Presentation Fundamentals (Part 1)

- Determining your communication style
- Identifying what to communicate, when to communicate, and who to communicate it to
- Presentation design and slide construction
- Presentation delivery techniques
- Body Language and poise; audience engagement
- Conquering nerves
- Persuasion
- Presentation assignment given, for Module 2

Module 2 - Presentation Fundamentals (Part 2)

- Each participant delivers a short, 7:00 minute persuasive presentation
- Presentations will be videotaped; written feedback will be provided by peers
- Videotape viewing and feedback session
- Self-Improvement speaking exercise

Module 3 - Special Presentation Topics

- Selling ideas and proposals; "pitches", Acquisition Meeting, Technical Sales Proposals
- Special presentation situations: Panel Discussions, Announcements/Introductions, MC
- Practice exercise

Module 4 - Media Training (Part 1)

- Understanding media agents and their objectives
- Interview readiness and thinking "on one's feet"
- Controlling the message
- Avoiding pitfalls
- Media assignment given, for Module 5

Module 5 - Media Training (Part 2)

- Practice press conference. Each participant delivers a short, 7:00 minute "bad news" presentation, and fields questions
- Presentations will be videotaped; written feedback will be provided by peers

Module 6 - Cross Cultural communication

- Increasing cross-cultural effectiveness
- Cultural intelligence; understanding differences and communication norms
- Avoiding miscommunication landmines

PRESENTED BY:



UB School of Management
University at Buffalo *The State University of New York*

EXECUTIVE COMMUNICATOR PROGRAM

Tuesdays
10/19/10 - 11/23/10

Center For Tomorrow
UB North Campus
Buffalo, NY



THE EXECUTIVE COMMUNICATOR PROGRAM OCTOBER 19 - NOVEMBER 23, 2010

Overview

This is an executive level training in the area of professional communication. If one cannot communicate effectively, one certainly cannot lead effectively. The objective of this program, therefore, is to train managers, from the CEO level down, to present ideas clearly, succinctly, persuasively, and "on message," in a variety of contexts.

This training focuses on development of critical skills necessary to attain your leadership agenda and influence, communicate and develop the critical competencies for success. Critical communication skill building will review information pertaining to and development of:

- Presentation Skills
- Delivering bad news
- Technical briefings
- Audience engagement
- Speaker introductions
- How to be interviewed
- Media PR
- Cultural language boundaries

Communication is, without question, the central skill that any manager must possess. It is often an emotional as much as a practical experience. Active participation and involvement, in addition to theoretical input, are therefore vital to enhancing individual ability. Hence, this program will enable participants to gain first-hand experience through a series of developmental exercises and learning. Participants will be challenged to identify and improve weaknesses in their communication styles, and will receive valuable, constructive feedback from both the program facilitators as well as fellow participants. Two key skill-building presentations will be videotaped.

Continuously reinforcing modes of communication will increase participants' comfort levels when presenting to employees, customers and small groups and to give them tools to support their peak performance in professional environments that require top quality communications skills.

Dates and Times

Tuesdays
October 19 - November 23, 2010
3:00 to 6:00 p.m.

Location

Classes will take place at the Center For Tomorrow located at UB North Campus Amherst, NY

CPE Credit:
18 CPE Credits

Cost:

\$4,995 Per registrant
Includes all program materials
(A minimum class size of 10 is required for program delivery)

Who Should Attend

"C" suite executives and seasoned professionals with the desire to develop critical communication skills necessary for success.

Register: 645-3200 or www.mgt.buffalo.edu



About the Instructors

Mary Ann Rogers

Mary Ann Rogers is a Visiting Assistant Professor in the University at Buffalo's School of Management and Ph.D. student in its Department of Communication. She currently teaches in both the School's departments of Accounting and Organization and Human Resources, where she continues to develop communication courses on the undergraduate and graduate levels.

Ms. Rogers is certified in climate and leadership training by the Hay Group and Myers-Briggs Type Indicator training through the American Management Association. She currently holds a summer appointment through the Singapore Institute of Management, and also serves as an occasional lecturer in the University at Buffalo's Department of Communication.

Ms. Rogers holds an MBA and BA from the University at Buffalo and lives in Buffalo, NY.

M. Jean Hill

Ms. Hill is currently the V.P. Senior Compliance Officer, Centralized Compliance Division of M&T Bank, headquartered in Buffalo, NY. Prior to joining M&T, she was a news anchor at the ABC television affiliate in Buffalo for twelve years. Ms. Hill worked for network affiliate television stations in Georgia and South Carolina, and then moved on as an international correspondent for "Beyond Tomorrow," a science magazine program, produced in Sydney, Australia and Los Angeles, CA for the FOX television network.

Ms. Hill holds an MBA from the University at Buffalo, as well as a master's degree from The Ohio State University and a bachelor's degree from the University of Georgia, both in the field of journalism. Ms. Hill taught journalism at The Ohio State University in Columbus, Ohio, and as an adjunct professor she taught broadcast copy writing at Buffalo State College and feature writing at Canisius College in Buffalo, New York.

In addition to her primary occupation at M&T Bank, Ms. Hill routinely serves on governing boards and committees of non-for-profit organizations and has rendered her services to numerous public and private organizations that support the Buffalo/Niagara region.