

“Transforming global changemakers into communicators who speak with impact, authenticity and human connection”

The Leadership Speaking School, in partnership with their client, a world-renownd Global Forum for Economic Leadership, created a unique Leadership Communication Program for emerging leaders and talented high potentials within the organization. Started in 2020, the program has trained over 100 changemakers to date and continues today.

OVERVIEW

The Global Forum was looking for a leadership communication accelerator program to sharpen the communication skills of their department heads and senior staff. It had to be relevant for the day-to-day scope of work and resonate globally infront of diverse international audiences.

OBJECTIVES

To create and deliver a Leadership Communication Accelerator Program which:

1. Heightens the communication skills of emerging leaders and high potentials, elevating their credibility and making their messaging to diverse international audiences concise and relatable
2. Ensures learning is connected to the daily work of the Forum
3. Measures return for the Forum

SOLUTION

With these three objectives in mind, the Master Class in Leadership Speaking was developed with the following format:

- After an initial selection of candidates from the HR Leadership Development team, a total of 15 people were chosen to join the program
- The training ran as three separate sessions, one month apart. The first was an immersive, hands-on four hour Master Class in the Leadership Speaking Toolbox, where participants built the core skills to speak with impact, authenticity and human connection across diverse audiences.

- The second session was a three hour Speaking Clinic where participants worked on real-world speaking projects in front of the group with laser coaching from Dr. Laura Penn
- The third session was a combination Master Class and Speaking Clinic where more tools were shared and additional work-related speaking projects were polished and perfected with laser coaching from Dr. Penn
- Evaluations were produced at the end of the program highlighting the key learnings for participants and the measures return for the Forum

RESULTS

This dynamic program has enhanced the leadership communication capabilities of over 100 emerging leaders and high potentials to date, with many promoted to more senior positions or taking on broader responsibilities during this time. Taken together, the three-month learning journey format of the program and the focus on heightening real-world, work-related speaking projects with laser coaching produced tangible and long-lasting results.

Managers' of participants have commented on the results:

"You know how to be present with our stakeholders and you earn their attention"

"I really enjoy the way you speak, your voice is so clear, audible and interesting to listen to"

"Your executive presence represents the work we do here at the Forum, you know how to walk-the-talk!"

"You're so well prepared and you look natural and so calm and collected when you speak"