

Leadership Communication Programs that Deliver Results

The Leadership Speaking School, in partnership with their client, a Global Insurance Company, created a bespoke Leadership Communication Program for identified talented and high potential leaders within the company. This started in 2024 and continues today, with a new and improved program evolving and delivering results for the business globally.

OVERVIEW

The Insurance Company was looking for a leadership communication development program which would fit their specific needs, and be delivered in a way congruent with their values. It needed to bring real business impact and create positive role models in the workplace.

OBJECTIVES

To create and deliver a Leadership Communication Program which:

1. Further develops talented managers' leadership communication skills and capabilities
2. Ensures learning is connected to the business
3. Measures return for the business

SOLUTION

With these three objectives in mind, the EPIC (Executive Presence in Communication) was developed with the following format:

- After an initial selection of prospective candidates from the HR Leadership Development team, each leader went through an intake interview with Dr. Penn to assess their specific communication development needs and to determine if they were a good fit for the program
- Once the eight leaders were selected, Dr. Penn recorded a personal video introduction explaining how to prepare for the program, complete their homework and what to bring to the training

- The first phase of the training opened with three full days of live teaching at an offsite venue, where through immersive and fully experiential learning, participants learned the core skills from the Leadership Speaking Toolbox
- The second phase of the training, held shortly after the first phase, began with a “Speaking Clinic”, gathering all of the participants together again online, reconnecting and working on real-world speaking projects
- For a further three months, leaders worked one-on-one with Dr. Penn online, actively applying everything they’d learned to their work-related communication opportunities. These included preparations for panel interviews, board presentations, townhalls and many other examples of work-related speaking
- Evaluations were produced at the end of the program highlighting the key learnings for participants and the measures return for the business

RESULTS

This unique program has enhanced the leadership communication capabilities of 48 leaders to date, with many promoted to more senior positions or taking on broader responsibilities during this time. Taken together, the intensive three day training, plus the three-month long one-to-one work together with Dr. Penn has contributed to heightening the executive presence and credibility of the company’s key leaders, supporting them to build trust with their constituents, foster better understanding with clearer communication and inspiring more action.

Managers’ of participants often comment on positive changes:

“I see more gravitas and presence in the room, you take up more space”

“People seem to be listening to you better, you’ve captured their attention”

“You’re more flexible and can speak to different audiences better”

“You appear more relaxed, approachable and at ease”

“It looks like you’re enjoying speaking in front of others!”