



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

November 25 - 29, 2019

May 25 - 29, 2020

# Certificate in Critical Communication Skills

*Develop the skills and confidence to communicate more effectively and be more persuasive in any situation, written or spoken.*

## Our Participants Say About SEEC Programs:

*"Schulich has set itself apart from other executive education courses. The direct application of course material will act as a true value add to my current and future career endeavours"*

**Elizabeth Moschopedis,**  
Asset Marketing  
Manager,  
Oxford Properties  
Group

*"Excellent content, excellent/professional instructors and a great value add to your professional development."*

**Nick Hadjiyianni,**  
Programs Manager,  
Employment and Social  
Enterprise Initiatives,  
Community Living  
Toronto

*"Excellent opportunity to learn and share to other individuals interested in becoming better leaders"*

**Leona Tarini,** Resource  
Management  
Supervisor,  
Ministry of Natural  
Resources and Forestry

At the conclusion of this SEEC program, you will be able to:

Identify common communication problems and present technical or business information memorably.

Identify what your non-verbal messages are telling others, and listen actively and empathetically.

Craft your own business stories to persuade your listeners, and deal with situations assertively.



35 PDUs\*



35 CPD

Register Today / Complete Details

<http://seec.online/12398>



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# Certificate in Critical Communication Skills

## What You Will Learn

## Craft, refine and communicate your business story with impact.

This course will teach you how to become a **more effective leader through business storytelling** – the simple and powerful way to motivate and persuade other people of your ideas, strategies and arguments.

You will learn the tools and techniques to help you **find, develop, and deliver stories that get people working together and facilitate the sharing of knowledge**. You will build stronger relationships through communications and engage your listeners to influence the way they view the world.

This workshop also teaches you **executive-level facilitation and organizational skills for running and managing great meetings** – meetings that stay on track, engage participants, reduce 'in-fighting' and achieve key deliverables!

Receive  
one-on-one  
coaching &  
feedback!

## Who Should Attend

Working professionals looking to enhance their ability to communicate strong and impactful messages across their organization, including:

- Entrepreneurs developing themselves and their businesses
- High-potential supervisors & managers
- Office managers & supervisors
- Training, HR and industrial relations specialists
- Branch managers

1. **Make an impact through your communication:** define and perpetuate your professional brand
2. **Become more assertive** without being intimidating: gain buy-in and create shared meaning systems to increase productivity
3. **Develop active listening skills:** promote better work relationships and manage critical conversations
4. **Anticipate and manage interpersonal conflict:** influence others positively – every time!
5. **Communicate your message to all vested stakeholders:** improve your strategic position in leading others
6. **Discover the value of storytelling as a corporate tool:** effectively master verbal and non-verbal communication tools
7. **Motivate your listeners** to do what you want, think what you want, and feel as you suggest

## Unique Course Features and Learning Approach

- Guest speakers offer unique insights into current communications trends from on-the-job perspectives
- You will achieve a higher level of comprehension of yourself and of your colleagues through the completion of a **Work Styles Self-Assessment tool**
- Case studies – including real-life scenarios
- One-on-one coaching & feedback
- Application of a 5-step business storytelling model
- Hands-on activities to engage participants in demonstrating skills



*Become a persuasive communicator and problem-solver with new confidence and enthusiasm!*

## Program Content Modules

### Effective Communication Strategies: Best Practices

- Apply behaviours and techniques that exude self-confidence and esteem to improve your professional image and interactions with others
- Practice and facilitate effective listening and communication
- Communicate confidently with professionals from other cultures

### Effective Communication Strategies: Techniques

- Master the keys to excellent communication: observe, listen, analyze, plan, communicate
- Identify your own personal needs and customize your message to ensure you get what you need from the communication

### Assert yourself: Communicating Up, Down and Across your Organization & with all your Clients

- Structure messages to enable others to engage in the communication and take appropriate action
- Create mutually beneficial work relationships based on clear expectations and deliverables
- Manage emotions during conversations to stay focused on the content of the discussion

## Instructor Profile

### **Diana Kawarsky, MA, CCP**

Diana is a senior professional business writer and communications advisor with just under 20 years of experience working with Fortune 500 companies, universities and colleges throughout North America. She is a specialist in management effectiveness and team success, delivering training in areas including: business writing of all kinds, presentation skills, leadership and creative thinking/problem solving strategies. Diana is well known for receiving outstanding feedback from her SEEC participants.

### Critical Conversations – In Action

- Use specific communication techniques to demonstrate understanding and interest
- Body language cues and how to leverage relationships for mutual understanding and results
- Assess and adapt messages to others' communication and learning style preferences

### Resolving & Managing Conflict with Grace

- Communicate skillfully with managers, employees and customers in any situation
- Take responsibility for communicating new ideas and innovations
- Build a professional image with self-confidence, self-esteem, and self-concept
- Break down barriers between team cooperation and organizational effectiveness

### Effective Meeting Management

- Professionally lead your meetings using 9 team facilitation techniques
- Organize productive sessions that are welcomed by staff
- Set clear outcomes with pre-meeting and post-meeting action items
- Quickly diffuse conflict and in-fighting that can derail a great meeting
- Keep your group engaged using a variety of meeting types and styles

### Business Story Telling

- Uncover your stories: create business meanings and your repertoire
- Use a variety of question types to explore the opinions and insights of others
- Persuade others with emotionally-charged stories
- Create and deliver polished business stories for you to use throughout your career
- Listen more effectively through improved empathetic thinking
- Developing your personal story: Who am I? Why am I here? What's my vision?

## Special Bonus

As a Part of this Certificate, you will receive a copy of Instructor Diana Kawarsky's book *Soft Skills Volume 1*. This book is full of examples, strategies and insights that support your learning and offer you real-life perspectives to take back with you on-the-job.



**Get the whole picture.**

Preview complete course information online.

**Complete Details / Register Today**

<http://seec.online/12398>

\* PMI Talent Triangle PDU breakdown • Leadership: 35





*Learning shouldn't stop at the end of your formal education in high school, college or university.*

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

**All SEEC Programs Feature:**

**Just-in-Time Learning for Immediate Application**

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

**Advanced Curriculum Structure**

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

**Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

**Risk-Free Learning**

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



**A Lasting Memento**

Participants receive a handsomely framed Certificate of Course Completion.



**Upcoming Sessions & Locations**

**November 25 - 29, 2019**

Miles S. Nadal Management Centre  
222 Bay Street, 5th Floor, Toronto  
Tel: 416.360.8850

**May 25 - 29, 2020**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

**Program Tuition & Registration Details**

**Program Tuition:** \$4,450 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at [seec.online/](http://seec.online/) FAQ. HST# R119306736.

**Optional Accommodation**

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and area partner hotels (for programs held at The Nadal Management Centre). For details, please visit the **Contact and Locations** section of our website.

**Contact Us**

For program-content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca).

