



*Expand your skills, invest in your team!*

## **Strategic Communication for New Leaders**

**Date & Time:** September 13, 2022 at 8:30am to 11:30am

**Cost:** \$245 for this workshop (There are 3 more virtual workshops. Register for more than one and receive a discount for \$465 for two; \$680 for three; \$895 for all four virtual workshops)

**Location:** Virtual/Zoom

**Description:** With the recent 'Great Resignation' or ongoing retirements, a whole new generation of employees are making the transition from team member to manager. Whether it is navigating the tricky *buddy to boss* dynamic or transitioning from technical expert to leader, managers at every level must learn how to communicate more strategically. Today's workforce is undergoing turbulent times and developing strategic communication skills are no longer only for senior executives but *essential management skills*.

Leaders at every level need to know how to deliver *the right message, to the right audience at the right time*. Strategic communication can be complex; and it is more than restating a company vision statement. When managers understand they have a role in strategic communication they can help staff navigate change, provide reliable guidance, and raise business issues to leadership with confidence.

In this workshop, attendees will learn where managers sit in the cross section of strategic communication. Using scenarios common to first time or transitioning managers participants will apply a model for strategic communication. This workshop will be collaborative, and learners will engage with each other in group discussions and activities sharing their experience in communicating strategically. After this workshop, attendees will have more confidence in their ability to communicate strategically with their team members, to other managers and among senior leaders. Workshop facilitated by Mrs. Rosemary McCollister.

### **Learning objectives:**

- Discover the manager's role in the strategic cross section of communication between senior leaders and team members.
- Apply the right message to the right audience at the right time to common management scenarios.
- Apply the situation, behavior, outcome model in strategic messaging.

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**About the Presenter:** Mrs. Rosemary McCollister holds a MA in Industrial-Organizational Psychology from Southern Illinois University-Edwardsville. Mrs. McCollister holds certifications in PROSCI Change Management, Project Management Professional (PMP) from the Project Management Institute and Coaching Certification from the Jay Shetty Coaching Certification program. She has worked for the Department of Defense (DOD) for over 20 years in roles from leading a Market Research team to Lead Corporate Trainer serving all staff levels on topics of functional program management, leading change, influencing others and leadership development. She currently works as a Senior Management Consultant for SERVE Advisory Group supporting the Department of Health Agency as a Change Management Lead on the DODs largest IT enterprise project in history.

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