



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

The Eloquent Leader

The Art of Speaking with Confidence and Competence for
C-Suite Leaders

Program starts in July 2023



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C-Suite Leaders

OVERVIEW

Communication is one of the most important abilities and competencies for leaders in the 21st century. As businesses become more global, diversified, and interconnected, leaders must be able to effectively engage and communicate with a wide range of audiences and stakeholders, including employees, customers, investors, media, and the general public.

Our newest program, "The Eloquent Leader: The Art of Speaking with Confidence and Competence for Leaders", aims to give senior executives the fundamental communication abilities they need to effectively communicate their message and vision, particularly during board meetings, Town Halls, business and social events. Throughout the program, participants will be able to gain confidence, embrace their authentic selves, create meaningful content, connect with audiences, and improve their general competency through a series of engaging and interactive applications.

We cannot undervalue the importance of communication for leaders in the modern workplace and business environment. A wise person once said, "The art of communication is the language of leadership." This emphasizes the critical role that effective communication plays in leadership and management. It is essential for building strong and positive working relationships, inspiring and motivating teams, handling conflict, and communicating how to effectively navigate complex and uncertain business environments.

Participants will experience and gain expertise in delivering compelling and inspiring messages, using effective storytelling techniques, and making persuasive presentations through this program. This course will cover the fundamentals of effective communication as well as methods for Cultivating Confidence for Powerful Speaking; Embracing Character: Authenticity in Your Speaking Style; Crafting Impactful Content: Speech Writing and Executive Storytelling; Establishing Connection: Engaging with Your Audience; and Enhancing Competence: Refining Your Skills as an Eloquent Leader.

Finally, participants will also get the chance to practice their communication skills throughout the course while being coached by seasoned professionals and receiving feedback from their peers during the live presentation practice during the CEO Talks Forum organized as part of the program design.

PROGRAM OBJECTIVES

- Develop and strengthen executive-level communication skills
- Build confidence for impactful and powerful speaking
- Embrace authenticity in a personal speaking style
- Master the art of crafting engaging content and storytelling
- Learn strategies for connecting with diverse audiences
- Refine and enhance overall competence as an eloquent leader

PROGRAM SCHEDULE

Face-to-Face On-campus

July 25, 2023
1:30 PM to 5:00 PM

Live Online Sessions
August 1, 3, 8, 15, 2023
1:30 PM to 5:00 PM

Graduation CEO talks: August 26, 2023
1:30 PM to 5:00 PM

(GMT+08) on all dates

PROGRAM FORMAT
Hybrid

PROGRAM FEE
PHP 25,990.00 or USD 473.00*

*The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



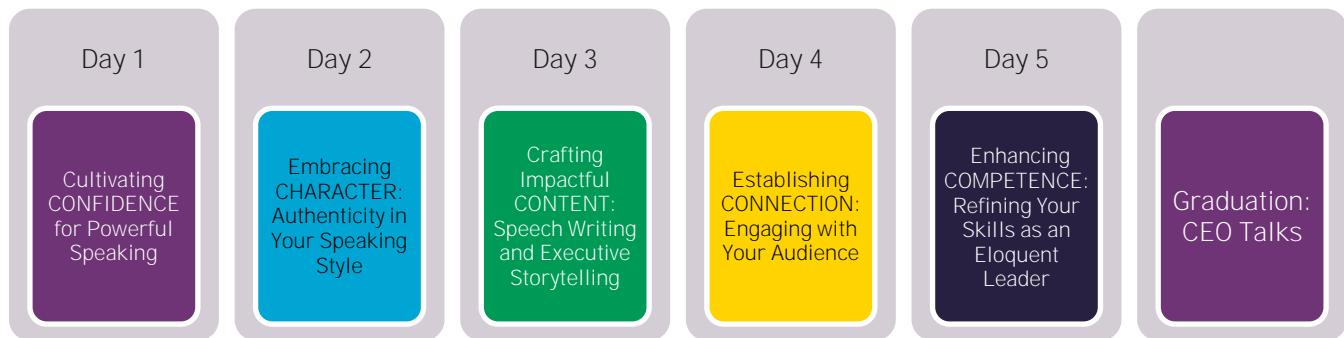
Sha Nacino
Adjunct Faculty
Asian Institute of Management

To find out how you can participate,
contact us at SEELL@aim.edu or
visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at
<https://go.aim.edu/seellprogramcalendar>



WHAT YOU WILL LEARN



Day 1: Cultivating CONFIDENCE for Powerful Speaking (LIVE, in-person)

- Learn techniques to overcome stage fright and nervousness
- Develop a personalized approach to boost confidence before and during speaking engagements
- Practice exercises to reinforce confidence-building strategies

Day 2: Embracing CHARACTER: Authenticity in Your Speaking Style (via Zoom)

- Identify your unique strengths and values as a leader
- Discover how to communicate authentically and genuinely
- Learn the importance of vulnerability and transparency in building trust with your audience

Day 3: Crafting Impactful CONTENT: Speech Writing and Executive Storytelling (via Zoom)

- Understand the structure and components of a compelling speech
- Learn how to write speeches that engage, inform, and inspire your audience
- Master the art of storytelling to create memorable narratives that convey your message effectively

Day 4: Establishing CONNECTION: Engaging with Your Audience (via Zoom)

- Learn how to meet the audience where they are and speak their language
- Develop techniques for establishing rapport and fostering engagement
- Explore the power of empathy and active listening in creating a genuine connection

Day 5: Enhancing COMPETENCE: Refining Your Skills as an Eloquent Leader (via Zoom)

- Review and integrate the skills and techniques learned throughout the program
- Receive personalized feedback and coaching on your speaking style and progress
- Develop a plan for continued growth and improvement

Graduation: "CEO Talks" (LIVE, in person)

- Celebrate your newfound speaking skills in a "CEO Talks" presentation
- Share your insights and experiences with fellow program participants and LIVE audience guests



KEY BENEFITS

At the end of the program, participants will:

1. Feel confident during presentations and public speaking engagements
2. Communicate genuinely and authentically, reflecting their true character
3. Develop compelling speeches and share stories that resonate with their audience
4. Build meaningful connections and rapport with their listeners
5. Hone their communication skills and excel as eloquent leaders
6. Captivate a live audience as they showcase their refined skills during the "CEO Talks" graduation event

WHO SHOULD ATTEND

This program is designed for business owners, public servants, corporate communicators, and C-Suite leaders, including CEOs, COOs, CFOs, CMOs, department heads, senior managers, and other high-level executives who want to improve their communication skills, particularly in the context of presenting their vision and message during various corporate, social and public events.





PROGRAM FACULTY



Sha Nacino
Adjunct Faculty
Asian Institute of Management

Sha Nacino is a renowned global keynote speaker, award-winning author of 15 books, host of The Fearless Possibilities Podcast, and founder of HR Summit Global, World Gratitude Summit, and Global Authors Summit. Sha's mission is to help leaders and organizations unleash their hidden potential by cultivating a culture in which everyone feels safe, seen, and valued.

With a Certificate in Positive Psychology from the University of Pennsylvania and a Bachelor of Science in Business Economics from the University of the Philippines - Diliman, Sha possesses a solid academic foundation. In recognition of her achievements, she was awarded the Female Entrepreneur of the Year in 2019 by the United Nations Global Entrepreneur Council and the Inspiring Humanitarian Award in 2022 by the World Humanitarian Drive (WHD).

Sha's journey has taken her from being a Fortune 500 employee to a dynamic leader of an organization, amassing over a decade of research and hands-on experience working with business and corporate leaders as a speaker. She was also an active member of Toastmasters, where she won numerous speech contests and earned the prestigious Distinguished Toastmaster (DTM) designation, the highest accolade awarded by Toastmasters International to its members worldwide.

As an international speaker, Sha has traveled to and delivered talks in countries such as the Philippines, Hong Kong, Singapore, Malaysia, India, UAE, Maldives, France, and the United States. For fun, Sha has performed in, directed, and produced 30 music videos in a span of 18 months.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants one (1) unit which can be credited to the following:

- Postgraduate Certificate in Leadership
- Postgraduate Certificate in Business Communication

*Postgraduate Certificates require five (5) units earned within two (2) years.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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