



## Communicating for Success

**May 5-7, 2008**

The Brookings Institution  
Washington, DC

Learn to craft and deliver messages effectively and persuasively. Master communicators will help you develop presentation techniques for a range of professional situations, building on your own personal leadership strengths. Marketing experts demonstrate the value of researching an audience before honing and delivering your message, while journalists and television producers offer practical support to improve your on-camera presence and ability to stay on message.

### Agenda

*Please note that this is the May 2008 program agenda. The 2009 course will feature similar material, but exact speakers and topics may change.*

#### Monday, May 5, 2008

7:45 – 8:15 a.m.

**Registration and Breakfast**

8:15 – 9:00 a.m.

**Welcome and Program Overview**

- Liz Barron, Director, Leadership Programs, Brookings Center for Executive Education
- Allison Brown, Program Associate, Brookings Center for Executive Education

9:00 – 11:00 a.m.

**Communicating a Vision**

Communication skills are key to a leader's success. But a leader will need to connect to his or her own vision and values before hoping to connect with others. This session explores tools for building self-awareness, focusing on vision, and communicating with clarity and passion. Muriel Maignan Wilkins demonstrates that you don't have to have the oratorical skills of JFK, Winston Churchill or Oprah Winfrey in order to inspire others.

- Muriel Maignan Wilkins, Managing Partner & Co-Founder, Isis Associates

11:00 a.m. – 12:30 p.m.

**The Language of Leadership**

It is what we say and how we say it. Dr. Harvey helps you understand how the right choice of words, the correct medium, and the appropriate style can really enhance the power of your message.

- Michael Harvey, Chair of Business Management, Washington College, Chestertown, Maryland

## Monday, May 5, 2008 (cont.)

12:30 – 1:30 p.m.

Lunch

1:30 – 4:30 p.m.

### Leadership Roles

The ability to engage, influence, inform and inspire others is key to successful leadership.

Here we explore the different roles that different situations and audiences can demand. What roles do we usually play and how do they serve us? How can we learn to “play different parts” as leaders, picking and choosing from a repertoire of authentic performances?

- Steve Booth-Butterfield, President, Healthy Influence, LLP; Adjunct Professor, West Virginia University (Morgantown)

## Tuesday, May 6, 2008

8:30 – 9:00 a.m.

Breakfast

9:00 – 10:00 a.m.

### Know your Audience

As bureaucrats, we tend to be comfortable with the ‘professor role’ and communicate data through office meetings and formal documents. This doesn’t work for many of the constituencies we seek to serve. LeAnn Oliver works with busy people in rural communities all over America. How does she translate the language of legislators and regulators to make it meaningful and beneficial to the people it’s designed to help?

- LeAnn Oliver, Deputy Administrator, Cooperative Programs, Rural Development, USDA

10:15 a.m. – 12:15 p.m.

### Crisis Management and Public Policy

Widely regarded as a leading expert in crisis management and crisis communication, Fred Garcia will discuss how effective decision-making and communication in the earliest phases of crisis can be essential in saving lives, rescuing an agency reputation, and ensuring future funding for a mission.

- Helio Fred Garcia, President and Founder, Logos Consulting Group; Executive Director, Logos Institute for Crisis Management and Executive Leadership

12:15 – 1:30 p.m.

Lunch

1:30 – 4:30 p.m.

### Creative Communication

How can we learn to take advantage of the many ways that people perceive messages and absorb information? Participants will leave the session with quick and easy fixes to help prevent dry and dull presentations, and a new awareness of user-friendly ways of using technology.

- Chris McKenna, Creative Director, Wee Beastie, NYC

## Wednesday, May 7, 2008

**8:00 – 8:30 a.m.**

**Breakfast**

**8:30 a.m. – 12:00 p.m.**

**Media Skills Training**

We will spend the day learning what it takes to deliver usable and accurate sound bites, practicing how to respond effectively to difficult questions and deliver clear instructions in times of crisis.

- Bill Connor, Oratorio Media Training
- Susan Tomai, Oratorio Media Training

**12:00 – 1:00 p.m.**

**Lunch**

**1:00 – 4:00 p.m.**

**Crisis Communications**

- Bill Connor, Oratorio Media Training
- Susan Tomai, Oratorio Media Training

**Program Adjourns**