

COMMUNICATING WITH IMPACT

Program Overview

Lindy Amos will teach you how to carry out communication performances and day-to-day moments with maximum impact. Using your case project as an opportunity to apply best practices, you will pitch your project to leadership in your organization. You will also take a Communication Profiles Diagnostic to understand your personal communication strengths and style.



- ✓ Understand the elements of a good story and how to leverage them in presentations
- ✓ Learn how to maximize your day-to-day communications
- ✓ Understand your audience and learn techniques for crafting messages that are memorable and inspire action
- ✓ Learn the "do's and don'ts" of translating your message and story into slides
- ✓ Effectively connect with your audience by being present, exploring their needs and sending the right (verbal and nonverbal) signals



Lindy Amos

Senior Communications Advisor, Penguin Random House

Lindy is a sought-after executive communications consultant and coach whose international work covers a wide range of countries and industries, including collaborations with leading organizations such as Boston Consulting Group, Johnson and Johnson, and UBS. She is currently a Senior Communications Advisor to the CEO of Penguin Random House.



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At a Glance

Program Duration: 3 months

Time Commitment: ~1 hour per week

Who Should Attend: Participants who have completed one or more ExecOnline program(s)

Program Structure

	MONTH 1	MONTH 2	MONTH 3
Videos	Video Lectures (~30 mins)	Video Lectures (~30 mins)	Video Lectures (~30 mins)
Peer Engagement	Virtual Live Session Led by Your EXO Facilitator (60 mins)	Learning Partner Feedback Session	Learning Partner Feedback Session
Assignments	Application Exercise(s)	Application Exercise(s)	Assignment Due