

PRESENTING WITH CONFIDENCE FOR LEADERS

COMMUNICATE WITH CLARITY. INSPIRE WITH CONFIDENCE ▶▶▶

Today's leaders are defined not just by the decisions they make—but by how effectively they communicate them. Applied Communications equips experienced managers and directors with the practical tools and feedback they need to deliver clear, confident, and compelling messages in the moments that shape careers and organizations. Through intensive practice and real-time feedback, this two-day course sharpens your ability to communicate strategy to executives and boards, inspire teams through uncertainty, and build trust by sharing your leadership story—all essential skills for advancing to the next level.



THIS COURSE IS IDEAL FOR...

- Directors, senior managers, and rising executives who want to strengthen their ability to communicate with clarity, inspire trust, and confidently deliver high-stakes messages to teams, executive leaders, and boards.



HOW YOU WILL WORK SMARTER:

- Strengthen your ability to communicate strategy, inspire teams, and build trust through applied practice and real-time feedback
- Gain confidence delivering high-stakes messages to executives, boards, and larger audiences
- Develop practical techniques to craft compelling business cases and share your personal leadership story with impact



COURSE DETAILS:

\$2,795

COURSE INVESTMENT

2

NUMBER OF SESSIONS

14

NUMBER OF HOURS



FACULTY:



Brandon Smith
Affiliate Faculty
Executive Coach and Author



Sue Anthony
Communication Coach & Consultant
Certified Speech Language Pathologist



CERTIFICATES THIS COURSE WILL HELP YOU EARN:

+ Roberto C. Goizueta Leadership

+ Strategy & Innovation Certificate



EMORY
GOIZUETA
BUSINESS
SCHOOL

Emory
Executive
Education

COURSE SCHEDULE

DAY 1

Breakfast & Networking

Communicating strategy and recommendations
to executive teams / Boards
Brandon Smith

Application/practice/feedback
Brandon Smith & Sue Anthony

Lunch

Motivating and inspiring team members to embrace
uncertainty/change
Brandon Smith

Application/practice/feedback
Brandon Smith & Sue Anthony

DAY 2

Breakfast & Networking

Presenting Your Case
Brandon Smith

Application/practice/feedback
Brandon Smith & Sue Anthony

Lunch

Telling one's personal story to enhance trust
Brandon Smith

Application/practice/feedback
Brandon Smith & Sue Anthony

LEARNING OBJECTIVES

- Practice communicating recommendations clearly and persuasively to executives, boards, and key stakeholders
- Apply techniques to inspire and motivate teams during times of uncertainty and organizational change with confidence and clarity
- Craft and deliver a personal leadership narrative that builds trust and strengthens relationships
- Strengthen executive presence through applied public speaking practice and real-time feedback
- Structure and present compelling business cases that drive decision-making and influence outcomes

COURSE AND CERTIFICATE REGISTRATION

THERE ARE THREE WAYS TO REGISTER:

Register:

Register online on the Emory
Executive Education website: [https://
goizueta.emory.edu/executive-
education/short-courses/applied-
communications](https://goizueta.emory.edu/executive-education/short-courses/applied-communications)

Email a Learning Advisor:

Tammie Long
tammie.long@emory.edu

Call a Learning Advisor:

Tammie Long
404-544-9104

EXPLORE MORE CAREER-ENHANCING COURSES: [EMORY.BIZ/EXECED](https://emory.biz/execed)



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