



Smurfit Executive Development  
UCD Michael Smurfit Graduate Business School

# COMMUNICATING FOR RESULTS



EXECUTIVE  
EDUCATION  
2023 RANKING



IN IRELAND  
FOR OPEN ENROLMENT



IN EU  
FOR OPEN ENROLMENT



GLOBALLY  
FOR OPEN ENROLMENT



# COMMUNICATING FOR RESULTS

3 DAY COURSE

## COURSE OVERVIEW

Executives are communicating all the time but often don't have time to think about their effectiveness or impact. It is not just what is said, but how it is articulated and presented. Impactful leadership communication not only needs to have an engaging and inspiring message but needs to be delivered with energy and intent.

This new three-day short course will use research and relevant practical methods to develop participants' communication skills for a variety of contexts including the new virtual world of work. Communicating for Results is a hands-on course, with participants learning through a combination of communications theory, interactive presentations, and discussions.

Participants will learn how the combination of compelling content along with emotion, purpose, vocal tone, physical and virtual presence can impact, influence, and inspire people. This course uses a combination of practical tools and techniques coupled with opportunities to present with feedback to ensure all participants boost their existing skills to a significantly higher level.

### Who is this course for?

- Executives who want to improve their communication style and presentation skills.
- Managers or leaders who are looking to leverage effective communication and influencing skills for maximum impact.
- Individuals who wish to boost their presenting skills to a significantly higher level.
- Individuals who may be new to presenting as well as those who already have experience but want to bring their skills to the next level.
- Executives who want to increase their confidence, impact and influence in a range of communication scenarios, from one-on-one conversations and meetings to large audience presentations.
- Participants must have at least 5 years professional experience.
- Professionals across all disciplines, in both public and private sectors, who wish to increase their levels of influence.

## COURSE CONTENT

### Day 1 - Prepare for Success

- Profile your stakeholders to achieve results
- Create a message to engage and inspire your audience to action
- Develop your personal style for effect and influence
- Enhance your posture in virtual or face to face situations
- Learn how body language can impinge and affect your influence
- Use your vocal capacity to improve your power
- Deal with nerves for high stakes events
- Establish credibility in your communications
- Master methods to connect with any audience
- Learn how to start with poise and finish with impact

### DAY 2 - Maximising Your Influence & Impact

- Metaphors and other tools to bring greater influence
- Rhetorical devices and advantages of utilising them
- Present to persuade
- How to use storytelling to add impact and interest
- Methods for anticipating questions
- Strategies and structures for responding to questions

### Day 3 - Showtime - Putting things into Action

- Putting together all the learnings and delivering a presentation in response to a pre chosen scenario.
- Receive specific, practical feedback and coaching tips on individual communication style and presentation performance in a 1:1 setting with the course facilitator.
- Comprehensive toolkit of strategies to use for message development and delivery to ensure you can communicate for results in any situation.

## KEY BENEFITS

- Explore the importance of compelling content in being a successful communicator
- Develop confidence and executive presence when communicating
- Develop a greater ability to build and maintain relationships with others, both internally and externally
- Learn techniques to improve communication effectiveness in different settings, including virtual
- Increase your ability to engage and inspire others
- Increase your ability to listen actively and effectively
- Learn how to build confidence and inspire action among internal and external audiences
- Gain insight and understanding around the impact of your verbal and non-verbal communications
- Discover the nuances between face-to-face communications and the virtual world
- Develop self-awareness about your individual presentation style and impact
- Explore the impact of voice, tone, and authenticity
- Control nerves and present with increased impact and self-confidence
- Learn how to start with poise and finish with impact

## APPLICATION INFORMATION

### Admissions Criteria

Applicants must have at least 5 years professional experience to be eligible for this course. All candidates must apply to ensure a qualified, executive-level cohort experience.

This course is delivered in person where you will engage with faculty and peers in an interactive, high-impact classroom environment. Participants are typically divided into small breakout groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

### Tuition Fees

The fee of €3,000 or €2,700 (UCD Business Alumni Rate) is a comprehensive cost that includes your tuition and all course related materials. Please note that fees must be paid in advance to secure a place. No VAT is charged.

### Application Procedure

A completed application form and digital photograph are required.

## How to apply

To apply for any of our short courses please email [exec.dev@ucd.ie](mailto:exec.dev@ucd.ie) or contact a member of our team on +353 1 716 8889

## Certificate of Completion

This course provides participants with a soft copy "Certificate of Excellence in Business Communications" \* awarded by UCD Smurfit Executive Development.

\* Non accredited certification

## COURSE FACILITATORS

### Barbara Moynihan

Barbara Moynihan, Founder of On Your Feet, has been involved in training since the mid 90's. She has studied in a variety of areas including "The Psychology of Interpersonal Communications". The most recent programme she undertook was in Harvard, pre Covid and was a short course on the topic of "Using Power Effectively – A Toolkit for Leaders". She specialises in presentation and pitching skills which she delivers to a wide range of corporate, SME and individual clients. She is a firm believer that we learn best by "doing" and as a result all of her programmes are highly participatory. Barbara has performed the role of Master of Ceremonies on many occasions. Her Mc events include the Small Firms Association (SFA) Annual Lunch, International Women's Day Event organised by Dublin Chamber and Enterprise Boards and the Envirocom Awards. Both Barbara, and her company On Your Feet, are the proud winners of multiple business awards.

### Aideen Lowe

With a career of almost 20 years working in the Learning & Development field at innovative and fast-moving tech companies like Facebook, Twitter and Stripe, Aideen is an experienced people manager and has a wealth of knowledge and expertise in designing and delivering high-quality learning interventions and experiences for global organisations. She has worked with newly-formed and evolving teams across all areas of business, including Sales, Operations, Marketing, Finance and HR, and has partnered closely with business leaders and managers to support their objectives through learning initiatives. Her approach to design and facilitation has enabled teams to elevate their performance and increase engagement. She is passionate about the benefits of coaching and has worked with business leaders, managers and individuals at all levels of organisations and stages of their career to realise and maximise their potential.





## Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM.

UCD Smurfit Executive Development is a member of UNICON, an invitation-only alliance of the world's leading university-based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, 19th in the EU and 31st in the world for its Open Enrolment programmes according to the prestigious 2022 Financial Times Executive Education Rankings. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.



**Smurfit Executive Development**  
UCD Michael Smurfit Graduate Business School

**FT** EXECUTIVE  
EDUCATION  
2023 RANKING

Smurfit Executive Development  
UCD Michael Smurfit Graduate Business School  
Carysfort Avenue, Blackrock, Co. Dublin.

Tel: +353 1 716 8889  
Email: [exec.dev@ucd.ie](mailto:exec.dev@ucd.ie)

Please note that every effort has been made to ensure the information in this publication is correct. However, details may be subject to change without notice.