

**American Management Association's  
Communication Strategies for Experienced Leaders**

***Our Framework: The Five Imperatives of Advanced Leadership Communication***

- Describe the Model of Leadership Communication
- Describe the Five Imperatives of Advanced Leadership Communication
- Describe the Objectives, Agenda, Methodology and Ground Rules for This Program

***Prepare Carefully***

- Organize Your Ideas Using Mind Mapping
- Pinpoint and Focus Your Message's Desired Outcomes Using a Results Matrix
- Tailor Your Message for Your Intended Audience
- Pick the Right Channels Through Which to Send Your Message
- Perfect Your Message Using the KISSSS Principle

***Earn Credibility***

- Identify the Characteristics of a Credible Leader
- Demonstrate Caring, Character and Competence in Tough Situations, While Using Appropriate Communication Channels
- Establish Your Credibility Firmly in Order to Persuade Others

***Win Hearts and Minds***

- Create a Logical Train of Thought to Persuade
- Create a Persuasive Message That Evokes the Right Emotions
- Reframe a Message from Negative to Positive
- Adjust Your Message to Accommodate the Audience's Needs, Wants and Style

***Build Consensus, Commitment and Cooperation***

- Craft Messages to Champion Change
- Identify Techniques for Building Consensus in Anticipation of Resistance
- Describe How to Secure Commitment and Cooperation Through Change Initiatives

## ***Get Results—In the Face of Resistance***

- Describe and Demonstrate How to Handle Resistance
- Describe and Demonstrate How to Manage Conflict
- Describe and Demonstrate How to Mediate a Hostile Dispute