

LEADERSHIP COMMUNICATIONS

LEAD6203

Course Outline

Description:

Communication is one of the most powerful - and most overlooked - tools a leader needs. In fact, communication is at the very heart of leadership. Effective leaders understand the subtleties of communication and are able to adapt their styles to meet different demands and situations. This module will enable you to explore and develop your own communication styles and learn how to apply them flexibly in different contexts.

Course Goals:

This workshop-style course is designed to allow participants the opportunity to reflect on the role communication plays in our pursuit of leadership greatness. Of particular importance is the ability for students to identify 2 to 3 concepts or tactics to implement in their personal and/or professional context as current or future leader.

Course Objectives:

At the completion of this course, the student will be able to:

- Discuss the importance of communication competency for leaders;
- Identify his/her personal communication style and approach, including strengths and areas to improve;
- Describe various types of organizational communication;
- Select appropriate communication tools and skills for a variety of situations;
- Adapt communications approaches to suit varied audiences; and,
- Select media to aid in communicating values and ideas.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day 1

- The leader as communicator: Responsibilities, skills, and attributes
- Models and styles of communication
- Tools, tactics, and skills

Day 2

- The (ever)changing world of communication: Media, culture, and the leader's voice
- Current topics
- Communications planning

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.