

Communicative Leadership

How to drive profitable growth through better communication

The Red Ocean of Communication has its colour from the blood of competition. The shark eats the barracuda, the barracuda eats the barramundi until the ocean turns red from blood. Here you find the traditional players of corporate communications, the media workers, internal communications, sponsoring, public affairs, all the traditional functions of the industry. The main drivers of value creation in the old world of communications is the management of corporate crises and of the reputation. Here the competition is big and the opportunities for visibility and a successful career scarce.

The Blue Ocean of communications, still unburdened by competitive pressure, is Communicative Leadership. Its value chain starts with the

1. Creation of Credibility through excellent information, then leads to

2. Constant management of stakeholder dialogue through best-in-class communication and –first of all – through proper listening, then on to

3.the Strengthening of human resources through enabling of managers and staff by coaching, training, mentoring and finally

4. the Deployment of the energies for profitable growth through the empowerment of staff and other stakeholders. This allows to

5. shape change, especially in times of global dialogue fostered by social media.

The goal of Communicative Leadership is to enthuse the stakeholders and to achieve a license to operate for the company through recommendation by its stakeholders to friends and family. Through the use of the appropriate communicative leadership crises can be prevented and profitable growth can be supported.

The four-day Workshop „Communicative Leadership – How to drive profitable growth through Communicative Leadership“ conveys theory and practise of Communicative Leadership.

Every morning of the week **Emilio Galli Zugaro** will lead through the materials with roleplays, team discussions and case-histories as well as through lectures and tutorials. The red thread will be the value-chain of Communicative Leadership from information to communication to enabling to empowerment to change. Practical tips and tools will be given to the participants. There is plenty of room for interaction and dialogue. Every participant will get a personal feed-back at the end of the workshop.

Not to forget: This is a splendid networking opportunity with other professionals.