

## Representing PR on the Board

*An intensely practical one-day workshop on how to survive, thrive and make maximum impact at your organisation's top table.*

*It is designed for senior PR executives, both in-house and in advisory consultancy.*

PROFESSIONAL  
**£365\***

*\*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.*



### Aims of the course

Delegates gain a clear understanding of how to ensure their voice is heard at the most senior level in their organisation. They are shown the qualities CEOs value in senior communications professionals. They see how to measure their reputation with senior colleagues. They develop skills to maximise their credibility.

### Delegates learn how to:

- Understand the qualities that give them the edge at board level
- Use NLP and other tools to maximise their personal communication and presentation skills
- Understand the CEO perspective
- Make a successful pitch to the board for extra resources, staff or commitment
- Use evidence, data and auditing to demonstrate the value of communications

### COURSE CONTENT

#### Why be on the board?

What's in it for you, your organisation and the communications function? What qualities and skills do you need to work at board level?

Delegates explore and discuss research findings on the key qualities needed.

#### Have you got what it takes?

Resolving conflict. Developing board level competences.

Delegates learn how to establish their 'market value' among senior colleagues.

#### Making your case

Delegates have the opportunity to put together a board-level presentation, learning how to successfully demonstrate the value of communications and win support.

They have the opportunity to learn what it is like to be in the CEO's shoes.

#### Raising your game

Delegates develop a personal action plan for raising their credibility. They take away top tips for getting to the board.

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PR Training Provider