

About the conference package:

# Your Career Roadmap

There is no time like the present to focus on your career. This education package gives you the tools to drive forward and make the next step, whatever that may be for you. Learn about the role certification plays in your personal brand, the balance of listening and speaking as a leader, communicating with vulnerability, and taking your communication skills to the next level.

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## SESSION INCLUSIONS

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### Shift: From communicator to communication professional



Priya Bates, President, Inner Strength Communication Inc.

What if the challenges communicators are having with respect and reputation have less to do with capability and capacity than they do with courage and confidence? What if the reality of embracing our power as communication professionals involved a shift in our language, our thinking, our passions, and our actions? For the past 25 years, in IABC and in the profession, we have been talking about the ability of strategic internal communication to have a direct impact on business results; yet aside from a small number of leaders who showcase what's possible, we have not seen any dramatic movement in investment and action.

### Certification is more than a piece of paper



Sia Papageorgiou FRSA, SCMP, Director of Strategic Communication, Cropley Communication

"It can be your ticket to your dream job, help you increase your earning potential and help you stand out from the crowd. Are you interested in learning more about certification but don't know where to start? Join Sia Papageorgiou, FRSA, SCMP, who is a member of the Global Communication Certification Council (GCCC) in a special certification roundtable to learn more about certification and how it can elevate your value as a strategic communication professional. Sia will be available to answer your questions, whether they're coming from you as a future test-taker or an IABC chapter interested in promoting the benefits of certification and hosting exams. Sia is a certified strategic communication management professional and Immediate Past President of the IABC Victoria chapter where she's convened three certification exams, including the first exam ever held in Australia. She's won multiple IABC Gold Quill Awards for her communication work and has consulted to some of the world's largest organisations, delivering creative communication strategies and employee engagement programs that drive understanding, impact, and performance. In 2020 she was named IABC's Chapter Leader of the Year."

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**Transformation is changing how leaders communicate. Are you ready to help?**



Colin Hatfield, Director, Visible Leaders

Transformation is transforming leadership and making unprecedented demands on leaders. Leaders need to navigate endless uncertainty, often highly charged situations and sometimes toxic politics. In such environments, colleagues search for meaning and deeper connections, making leadership an even more human endeavour. As a consequence, traditional approaches to leader communication fail to connect, and in their stead, a new suite of communication tools and skills is called for. Drawing on his experience of working with senior leaders in global organisations, Colin will unpack 7 hands-on communication tools that communicators can use to coach and develop their leaders to be future fit.

You will be able to help you leaders be ready for the shift by:

- Helping them develop their leader narrative
- Anchoring their communication in vision and purpose
- Empowering teams through incredibly potent feedback

## **Listening: a dynamic shift in the communicator's role**

Howard Krais; IABC UK President, Communications Lead, Johnson Matthey; Kevin Ruck, Mike Pounsford, Founder, Couravel

This session explores how communicators need to help organisations listen to their people to:

- Deliver truly effective and outcome-focused communications
- Increase innovation and competitiveness
- Re-distribute influence and make better decisions
- Create climates in which people can speak out and leaders feel courageous enough to display vulnerability

Surveys don't reveal what employees are really thinking, nor let employees have a true say about what goes on. New digital platforms could provide more feedback but are often used to push information. Leaders say listening is important but don't prioritise it. Organisations are facing up to increased opportunities and uncertainties from disruptive technologies, changing political attitudes and market shifts. These factors demand new approaches. We need to improve the way we communicate and engage with our employees. This includes actively listening to what employees think and feel and then responding appropriately. This is not only good for employee advocacy and engagement, but it is also good for business. These insights emerge from research conducted this year across EMENA\*. The results have profound implications for leaders across the globe. They need to:

- Understand and integrate employee perspectives into strategic planning
- Demonstrate actions and decisions that reflect social justice principles
- Create psychological safety and organisational climates that ensure the wellbeing of their people

Using examples to illustrate the issues and approaches that can work, we'll listen to each other to share issues, insights and examples.

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## Three High-Level Communication Hats Leaders Must Wear for Effective Internal Communications



Laura Camacho, CEO & Founder, Mixonian Institute

When teams have strong and open communication, the company thrives. Sounds easy, right? We communication pro's know how challenging that actually is, especially in these times of SHIFT. With all the advances in communication technology, it's harder than ever to keep the internal lines of communication clean and open. With shorter attention spans, informational clutter, multiple generations of multiple cultural backgrounds working in multiple locations, plus nonstop technology change, it's time to make internal communications a priority. As a for-hire communication coach, this year I'm having this same conversation with more executives more often. When employees feel aligned with the company vision, informed and listened to, they are much less likely to jump ship. Weak internal communication fuels the rumor mill, fans the flames of mutiny and splatters people's attention. To make sure everyone understands what's going on in the company, its priorities and their role, it's time for leaders to recognize the need to become a communication coach, a PR pro and event coordinator. You don't want to miss this session as we will... - Share from the stage and the audience the latest challenges threatening effective internal communications - Learn how internet use is changing our brains (this will explain a lot!) - Explore ways to teach overwhelmed leaders how to wear 3 communication hats: the coach, the PR pro and event co-ordinator - Review case studies of how leading companies have created specific venues to actually make internal communications a priority

## Communicating powerful vulnerability: Why, how when and where



Jeffrey Raz, Author, Senior Director at Stand & Deliver

“great refresher of storytelling”

Personal stories can be a powerful way to illustrate a point, broaden perspectives, and foster connection and trust in the business environment. They can also bore, offend or alienate listeners if not told well and told with the listeners' needs in mind. As communicators, we can enrich our connection with people by drawing from our personal stories in a mindful and artful way, and inspire those around us to do the same. Drawing from Jeff Raz's life's work in connecting with people and audiences spanning many cultures, backgrounds and perspectives, this session will examine the role, place and value of storytelling in the diverse workplace. We will also explore the nuances of reading cross-cultural cues, and learning how to stay attuned and nimble as a storyteller in the rapidly shifting world of global business. This session will be pragmatic, offering a deeper understanding of the “why,” the “how”, the “when” and the “how much is enough” of storytelling, as well as aspirational, exploring how to best utilize stories to express authenticity, strengthen connection and bonds, and contribute to a more positive, diverse work culture. Since things don't always go perfectly, we will also explore ways to navigate from awkward moments and potentially embarrassing miscommunications, to golden opportunities that develop connection, understanding and a bit of fun between people from divergent backgrounds. In my experience, including a recent IABC webinar, this topic is a rich and full area for robust conversation.