



Strategic Communication for Leaders: Presence, Influence, Impact

**Communicate with confidence.
Lead with impact.**

Navigate change and drive performance with effective communication

As organizations adapt to new challenges, global collaboration and digital transformation, leadership communication has never been more critical. Professionals today are expected to articulate vision with clarity, foster trust and drive engagement across multidisciplinary teams and stakeholders. Effective communication is essential for inspiring authentic connections, leading change and strengthening team cohesion. Leaders who can adapt their communication styles, convey strategic insights persuasively and support dialogue that includes all stakeholders are well positioned to maximize their impact.

The six-week **Strategic Communication for Leaders: Presence, Influence, Impact** online program from Kellogg Executive Education provides a structured approach to developing executive presence, emotional intelligence and high-impact communication skills. Designed for today's dynamic business environment, the program equips leaders with strategic communication techniques to engage stakeholders, build strong teams and drive organizational alignment.

Through a comprehensive curriculum, participants will gain practical frameworks to enhance their leadership presence, refine messaging strategies, adapt communication styles across different audiences and confidently navigate high-stakes conversations. By the end of the program, participants will be equipped to communicate effectively, inspire teams and lead with authenticity in complex, cross-functional environments.

54%

of business leaders attribute increased productivity and team performance to strong communication.

Source: Forbes

71%

of employees and executives highlight the role of effective communication in enhancing collaboration and driving workplace success.

Source: Forbes



Price
USD 2,600



Duration
6 weeks



Format
Online + Live Online

Key takeaways

By the end of this program, participants will be able to:

- Communicate with self-awareness, executive presence, empathy and flexibility in their communication style
- Evaluate their executive presence and communication flexibility using self-assessment and feedback
- Analyze the levers that can be used to build executive presence and adapt their communication style across various situations
- Develop a robust toolkit for effectively communicating in critical moments that can make or break their reputation as a rising leader, including situations such as delivering difficult feedback, driving change or building the culture for a high-performing team
- Apply communication strategies to improve the clarity and impact of their communication



Who is this program for?

The Strategic Communication for Leaders: Presence, Influence, Impact online program is designed for professionals seeking to elevate their leadership presence, communicate with confidence and drive meaningful impact. Whether stepping into a leadership role or looking to refine their executive presence, participants will gain the strategic communication skills needed to inspire, engage and lead effectively in today's dynamic business environment. This program is ideal for:

- **Functional and cross-functional team leaders** focused on fostering collaboration, building trust and driving team performance through clear and purposeful communication
- **Emerging leaders** looking to establish their leadership presence, develop confidence and refine their communication styles to engage stakeholders and accelerate career growth
- **Managers** preparing for senior leadership roles who aspire to develop the confidence and skills required to lead multifaceted teams and align organizational goals
- **C-suite executives and senior leaders** seeking to enhance their ability to communicate with influence, inspire confidence and lead effectively in high-stakes situations
- **Consultants and advisors** supporting leadership development and organizational transformation, looking to deliver actionable strategies for enhancing engagement and influence



The learning journey

Module 1:
Foundations of transformative
leadership communication



Module 2:
Building executive presence
(part one)



Module 3:
Building executive presence
(part two)



Module 4:
Fostering engaged,
high-performing teams



Module 5:
Mastering difficult
feedback conversations



Module 6:
Launching and leading
through change



Program curriculum

Gain a practical, immersive learning experience designed to enhance executive presence, leadership communication and influence. Through two expert-led sessions and interactive exercises, participants will refine their ability to navigate complex conversations, deliver impactful feedback and communicate with clarity. Designed for immediate application, the curriculum provides actionable strategies to foster collaboration, drive organizational alignment and build high-performing teams.

Module 1

Foundations of transformative leadership communication

Develop a communication strategy rooted in self-awareness, emotional intelligence and adaptability to effectively engage and inspire multifaceted teams.

- Fundamentals of communication strategy
- Why communication is complicated and prone to breakdown
- Role of EQ and how to build it
- Flexing your leadership and communication style (self-monitoring)
- Need for true self-awareness and how to develop it

Module 2

Building executive presence (part one)

Strengthen leadership impact by cultivating credibility, clarity and confidence as the core components of executive presence.

- Why executive presence may feel elusive and how it's commonly misunderstood
- The role of executive presence in strong, effective leadership
- Key components of executive presence: credibility, ease and ego
- The role of credibility in executive presence

Module 3

Building executive presence (part two)

Refine leadership style by practicing techniques to project authenticity, authority and ease in high-stakes situations.

- The role of ease in executive presence
- The role of ego in executive presence
- Ways to practice and build your unmistakable executive presence

Module 4

Fostering engaged, high-performing teams

Build high-performing teams by fostering trust, psychological safety and engagement across cross-cultural environments.

- Understanding the audience as core to strong communication
- Learning drivers of employee engagement
- Building psychological safety for high team performance (managing energy)
- Coaching for higher performance
- Listening
- Communicating across cultures

Module 5

Mastering difficult feedback conversations

Deliver impactful feedback with confidence, empathy and structure to encourage dialogue and drive performance improvement.

- Getting comfortable with discomfort
- Anticipating reactions
- Framing the conversation
- Comprehending the substance of the feedback – the SBI framework
- Fostering dialogue

Module 6

Launching and leading through change

Lead transformational initiatives by crafting compelling narratives, persuading effectively and managing change with respect and empathy.

- Navigating the change curve
- Learning the art and science of persuasion
- Crafting a compelling narrative
- Designing for effective collaboration
- Managing resisters

Note: The number of live sessions is subject to change.

Leadership communication playbook

Throughout the program, participants will complete a progressive playbook, integrating key learnings from each module. The playbook begins with self-reflection and awareness exercises and transitions into practical application in leadership scenarios. By the end of the program, participants will have developed a personalized leadership communication strategy – a practical, actionable guide they can immediately apply to enhance their leadership effectiveness.

Pathway to becoming an Executive Scholar

Participants who successfully complete the Strategic Communication for Leaders: Presence, Influence, Impact program will accrue points toward becoming an esteemed Kellogg Executive Scholar, a unique credential that provides you the opportunity to customize your pathway to achieve your professional development goals.

Kellogg's expansive program offerings allow you to build a variety of competencies that focus on practical application. More than about learning to lead, the path to becoming an Executive Scholar is about leading through learning.



Program faculty



Shana Carroll

Clinical Professor of Management and Organizations Associate Chair, Management and Organizations Department Co-Director, Leadership Development and Communications Program (LDEV)

Shana Carroll joined Kellogg in 2010 as chief of staff, where she was a key member of the school's leadership team. In this role, she led comprehensive organizational change, including administrative restructuring, hiring senior leaders and launching a new strategic plan. She also spearheaded the external rollout of the school's strategic vision and revitalized Kellogg's domestic and global alumni councils.

Since 2013, alongside her teaching, she has served as a senior advisor to the dean, academic director of the Russell Fellows Program and founder and director of the Communicating for Impact Program. She led the branding effort for Kellogg's Global Hub, redesigned and implemented the Master's in Management Science program and built a highly sought-after communications curriculum adopted by over 80 percent of Kellogg MBA participants.

Before joining Kellogg, she spent nearly a decade at New York University's Stern School of Business, serving as director of communications at the Undergraduate College and an adjunct professor of management communication. Earlier in her career, she was a product manager at PR Newswire Association, specializing in developing and marketing products for investor relations professionals.

Carroll has received numerous accolades, including the Sidney J. Levy Teaching Award, the Faculty Impact Award and Administrator of the Year at NYU Stern in 2010. She serves on the Board of Directors for The Academy at Saint Joan of Arc and has been an executive sponsor for Kellogg Black and African American Network (KBAN) and a member of the Board of Advisors for Pride at Kellogg.

She holds a BA in political science from Boston College, an MBA in management and marketing from New York University and a certificate in executive coaching.

Program faculty



Brooke Vuckovic

Clinical Professor of Management and Organizations,
Kellogg School of Management

Brooke Olson Vuckovic teaches a wide variety of leadership topics, including moral complexity in leadership. In 2021, Vuckovic was awarded Kellogg's most prestigious teaching honor, the L.G. Lavengood Professor of the Year Award. She has received the Faculty Impact Award multiple times for her outstanding contributions in the classroom.

Vuckovic's teaching is informed by her multidisciplinary background. She earned her PhD from the Divinity School at the University of Chicago, where she also taught business communications at the Booth School of Business. Her early research examined how religious leaders use storytelling to define their identity and values, a theme she integrates into her teaching and executive work, as powerful storytelling fuels powerful leadership. She also authored the "Moral Complexity in Leadership" case study series, which explores moral dilemmas leaders face using literature.

At Kellogg, Vuckovic's work reflects her deep interest in the complexities of leadership, especially within multigenerational family enterprises and founder-led organizations. She has served as the academic director for the Leading the Family Enterprise program and the faculty director of coaching for Zell Fellows, Kellogg's selective venture accelerator program.

Beyond Kellogg, Vuckovic has provided highly personalized support to executives as a coach for nearly two decades. Her work helps executives define their purpose and presence as leaders, encouraging them to be more focused, nonreactive and clear about their identity, leadership goals and the demands of their circumstances.

Certificate

Upon successful completion of the program, Kellogg Executive Education grants a verified digital certificate of completion to participants. This program is graded as a pass or fail; participants must receive 80 percent to pass and obtain the certificate of completion.



After successful completion of the program, your verified digital certificate will be emailed to you in the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Kellogg Executive Education.

Note: This online certificate program does not grant academic credit or a degree from Kellogg School of Management.



About Kellogg Executive Education

Kellogg Executive Education empowers business leaders to foster growth in themselves, their teams and their organizations. Our renowned faculty, consisting of the world's best researchers, educators and practitioners, provide practical insights that participants can apply as soon as they return to work. Providing a collaborative, immersive environment for our executive development programs, we serve a variety of businesses and executives from a myriad of industries and geographies.

About Emeritus

Kellogg Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Kellogg. Emeritus' approach to learning is based on a cohort-oriented design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on, project-based learning. In the last year, more than 350,000 participants from over 80 countries have benefited professionally from Emeritus' programs.

Format:**Online + Live Online****Duration:****6 weeks****Program fee:****US\$2,600**

Connect with a program advisor:

Email: enterprise@emeritus.org

Phone: India +91 9845429314

Singapore +65 92729350

UAE +971 564700049

USA +1 9258785828