

# SW&A Tailored Leadership Programs



**High-performing healthcare starts with compelling communication.**

*SW&A is healthcare's trusted partner for preparing your leaders for high-stakes conversations and coaching teams to create opportunities for influence and trust.*

# STRENGTHENING THE IMPACT OF LEADERSHIP TEAMS

Most leaders are pretty good communicators when they step up to a leadership role. But pretty good isn't good enough when everything about the success or failure of a leadership team tethers back to communication.

Leadership isn't just about a good strategy. It's how effectively you paint the picture of the strategy and get others on board. Leadership isn't just about navigating troubled waters. It's how well you calm the waters and keep others moving forward. And leadership isn't just your impact behind closed doors. It's also your impact in the public eye and whether you're liked, admired and trusted in high visibility moments.

The stakes are higher, and that's why organizations are focused on ensuring the entire leadership team has the skills needed to be compelling communicators. And three variables have increased the pressure on and the complexity of their communication: **Pace, Transparency and Trust.**



## PACE

Today, communication has to be compelling enough to be repeated by others so that it travels faster within an organization. Leadership teams have to hit the mark in a more compelling way, and they have to be in sync so that messaging resonates timely and consistently with all audiences. It isn't easy. Companies may scale up in January and lay off in June. Messages can be contradictory and confusing because direction shifts and leadership teams aren't always aligned on how to talk about it. Teams have to anticipate questions and align with each other on responses.



## TRANSPARENCY

Transparency is a great aspiration, but it creates risks in execution for leadership teams. Some leaders say they've lost their voice in the pressure to align to one voice. Getting a senior team to one voice is more critical and challenging than it's ever been. We work with teams to understand the impact of one voice and the risks of multiple ones. And we shift their thinking from being transparent to being authentic. They can rarely be transparent about what they know until the company is ready to share it. But they can be authentic in how they communicate and present their voice in their communication style.



## TRUST

Trust helps teams align on messaging, consistency and a single voice. But it takes time to trust a process and to trust your colleagues to follow it. Leadership teams struggle to develop trust quickly. We focus on building trust and making sure teams are working toward it as part of their contract with each other. Working through the challenges of pace and transparency builds trust. And once they trust each other, they communicate with one voice and lead companies to great outcomes.

## RECOMMENDED PROGRAMS



**Owning the Message** - to help leaders align on messaging and handle questions and discussion that follows it.



**Finding Your Voice as a Leader** - to help teams define their leadership brand and their authenticity within that brand.



**From Competent to Compelling** - to help leaders shift from pushing out information to pulling in people.



**Mastering Executive Presence** - to help leaders understand expectations and elevate their skills to master executive presence.

## ENGAGEMENT FORMATS

Whether you're interested in a stand-alone program or a multi-touch engagement, our team will tailor a solution for the specific challenges or communication gaps on your leadership team.

*To find the best training format for your team, contact Hurst Williamson [hurst@sallywilliamson.com](mailto:hurst@sallywilliamson.com) for a custom quote.*