THE STRATEGIC COMMUNICATION ACADEMY AT SUNDANCE

2017 COMMUNICATION LEADER SESSION | SUNDAY JUNE 25 – FRIDAY JUNE 30

For years, clients have asked us:
Where can I learn to be more strategic about internal and leadership communication?
What are the best forums for developing myself as a leader of communication?
How can I learn more of what you know?

And for years, we've had little to recommend to them. But now we have an answer: CRA's Strategic Communication Academy at Sundance Resort. Most communication-related conferences, trainings, and accreditation programs focus on PR and communication basics—media relations, news writing, editing, promotions, and plans. They rarely tackle topics of changing employee behavior, alignment to strategy, the adoption of new processes and technology, or elevating the credibility of senior leadership. They also rarely involve the delicate nuances of the job: partnering with other functions, leading others, and managing up. Until now.

THE COMMUNICATION LEADER SESSION

We believe the Academy is a development opportunity for communication leads without rival, with a curriculum focused on increasing their ability to lead and improve the capability of their function. Enrollees attend classes between the evening of Sunday, June 25 and the late morning of Friday, June 30 at Sundance Resort, high in the Wasatch Mountains outside Provo, Utah. Sundance provides a unique but comfortable atmosphere conducive to learning and challenging assumptions. To encourage individual development and coaching, we limit participation to 20.

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CURRICULUM & FACULTY

Across more than 20 hours of instruction, Alan Nelson and Carolynne Thomas, leads of CRA's Strategic Communication Practice, pursue an uncommon but practical curriculum in five areas:

- Understanding Communication as a Science
- Creating Value
- Working with Internal and External Counterparts
- Managing Work
- Leading Others

Classes involve a mix of lecture, discussion, group work, exercises, and readings. We also ask each enrollee to arrive with a current communication challenge or opportunity in mind, which will serve as a working case for discussions and exercises across the week. The entire experience emphasizes review and critique, and will conclude with one-on-one coaching and feedback sessions with CRA.

TOPICAL AGENDA

- An argument for communication maturity
- What we should learn from cognitive neuroscientists
- Affecting personal change
- Viewing organizations as conversations
- Five axioms of interpersonal and organizational communication
- The three leadership communication styles
- Thinking strategically
- Building corporate narratives
- Integrating communication of mission, values, vision, and strategy
- Crafting messages of strategic intent
- Creating strategic action
- Making messages compelling
- The question of PowerPoint
- Presentation strategy and prep
- Planning novel communication plans
- Building social capital
- Air Traffic Control: A process for surfacing, tracking, and completing communication opportunities
- Cultivating Admired Leadership®
- Motivating and inspiring others
- Projecting executive presence
- The art of stakeholder management
- Realities of change communication
- Managing uncertainty
- The myth of the burning platform
- Cultivating personal and professional advocates
- Establishing advisory relationships
- Communicating up
- Delivering client feedback
- Para-social interaction and the principles of executive visibility
- Building strong internal partnerships
- Using consultants for effect
- Advocating for ideas
- Scoping communication opportunities
- Managing personal workflow
- Project management for communication professionals
- Audience analysis: The seven questions we always ask
- Gathering feedback to propel counsel
- Communication post-mortems as a means of improvement

THE OPPORTUNITY FOR PERSPECTIVE

This is no junket; the material is challenging and the classroom time intense. But the Academy also offers enrollees a unique opportunity to think, reflect, and gain perspective through scheduled and elective experiences with their peers. These include shared meals, an opportunity to participate in organized activities like horseback riding or hiking, and unstructured time.

GETTING THERE

One of Sundance's assets is its location. While the resort sits high in the Wasatch, it is also only 60 minutes from Salt Lake City International Airport. Enrollees travel to and from the airport by arranged shuttle, and will depart early enough on Friday, June 30 to arrive home that evening.

ENROLLMENT & TUITION

The 2017 Communication Leader Session convenes from Sunday, June 25 through Friday, June 30. Tuition, which includes all materials, meals (less alcohol), activities, and accommodations, is $6,950. For additional information, please contact Program Coordinator Deanna Tully at (484) 598-2803 or dtully@crainc.com.

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