



POWER YOU

Leadership
Communications
Programme

INFORM. ENGAGE. EMPOWER. INSPIRE

FUZION

Background

Powering up your employees, your clients and your organisation through Fuzion's trademark "Power YOU" programme will improve your business and talent.

Power YOU stands for:

Purpose-
Oriented from
Within to drive
Excellence and Excellent
Relationships

We will train leaders how to inspire themselves and others through improved communications skills that will give them a great sense of confidence and purpose on and off the job.

In 2016, an internal study at LinkedIn revealed purpose-oriented employees have higher levels of engagement and fulfillment with their work. They outperform their peers in every indicator, including expected tenure and leadership competencies like self-advocacy and comfort with senior leadership.

Research from the Harvard Business School shows companies that develop their employees in this way are more likely to be profitable. Notably,

“

85 percent of purpose-led companies showed positive growth over three years.

”

Fuzion is committed to positively transforming organisations, redefining what it means to be a successful company in the 21st century.

There has never been a more crucial time to instill a greater sense of purpose for your team, your clients, or your organization.

It's time to "Power YOU!"

In our six part "Power YOU" Leadership Communications Programme you will:

- Discover the "power" of your own presence and purpose and how to maximise this
- Inspire and motivate your team toward the organisation's purpose
- Deliver powerful and purposeful presentations
- Perfect the art of storytelling and "the pitch"
- Use social media to "power up" your profile
- Master "one to one" communications
- Master purposeful email and business writing

**POWER
YOU**

Showcasing your talent is
as important as your talent

'Power YOU' Programme Details

Fuzion's Power YOU programme consists of six modules, ongoing exercises, mentoring and peer to peer reviews.

- Module 1** Mastering your Executive Presence and Purpose
- Module 2** Motivational Employee Engagement
- Module 3** Powerful Presentations
- Module 4** Storytelling and "the Art of the Pitch"
- Module 5** Social Media Leadership
- Module 6** Mastering the "one to one"

IN PERSON OR REMOTE

For in person training workshops, each session will last approximately 3 hours. Remote training is also available which will involve a live-general session kickoff and dynamic, interactive video and live sessions and follow-up. Times will vary with numbers of participants.

POWER
YOU

Be so good that they
can't ignore you

– Steve Martin

About Fuzion

Established in 2000, Fuzion is an Award Winning Strategic Communications & Marketing Consultancy which delivers practical, innovative and integrated solutions for our clients' Communications, PR and Marketing requirements.

We are one of Ireland's leading strategic communication agencies with vast experience, spanning over 20 years in various sectors.

Fuzion 'Power YOU' Leadership Communications Team

Gina London - International/Strategic Communications

Gina, an Emmy-winning veteran CNN correspondent and anchor is an internationally acclaimed thought leader in strategic communications,

Her client list includes SAP, McKesson, Daimler, Heineken, Wells Fargo Bank, Guaranty Trust Bank, CompTIA, Curragh Camp and the US Department of State.

Gina has managed multi-million dollar campaigns all over the world in such far-flung places as Cambodia, Egypt, the UAE, Italy and Macedonia deploying her global expertise in public involvement, employee engagement, crisis communications, presentation and media training,

Gina also serves as a news analyst for RTE and Newstalk radio and is a highly sought after speaker, moderator and emcee working recently with the US Ambassador to Ireland, IBEC, UCC and UCD.

A published author, Gina has also been featured as a writer or been featured in a variety of media outlets including (Ireland): Business and Finance Magazine, The Irish Examiner, RTE 1FM's "The Ryan Tubridy Show", "The Week in Politics", "The Today Show;" (Italy): Le Notizie; (Nigeria): The Nation, Your View, TVC, Channels TV; (Romania): In Business Today; (Egypt): The Rose;(UK); HR Magazine, BBC; (US): CNN, Fox News, The Orlando Sentinel, The Denver Post, Travel Girl magazine and Fast Company.

Greg Canty: Strategic Planning/Online Specialist

Greg joined Fuzion in 2003, bringing a strong commercial aspect to the business.

He is a qualified accountant (ACCA) who spent 6 Years in Practice and a further 6 Years in Industry, which led onto 8 years of General Management in the Drinks Industry with Deasy & Co (Guinness owned subsidiary) and Nash Beverages Ltd, a Heineken subsidiary.

Greg also spent three years as a Senior Business/ Marketing Analyst with Guinness in Dublin.

Greg has extensive experience in business strategy and is one of the leading digital strategy consultants in the country. He is considered one of the leading B2B bloggers in Ireland and is a highly sought after Social Media Trainer and Consultant.

His regular B2B blog and Fuzion blog, which he manages, has attracted a large following – his submissions have been printed regularly in national publications.

Module 1 - Mastering your Executive Presence

Overview: Because a collective sense of purpose drives satisfaction and productivity, our first module will build that foundation.

You will learn: To define your organisation's purpose. To define your purpose. To explain how they align. To represent Executive Presence.

Content:

- a. The importance of purpose and presence - Internal and External visibility
- b. ABC's (Appearance, Behaviour and Body Language and Communication)
- c. Professional Brand (Assertive and Appealing)
- d. Thought leadership and developing a body of content

Module 2 - Motivational Employee Engagement

Overview: No matter if you're CEO, Senior Leadership Team member or junior executive, unifying purpose and leadership throughout the organisation is essential.

You will learn: How and why to establish an engaging corporate culture. How to craft, deliver and live your mission statement, how to engage employees in writing and through motivational internal campaigns.

Content:

- a. Creating a corporate culture
- b. Vision and mission statement
- c. The human touch – from meetings to phone calls to emails
- d. Business writing

Module 3 - Powerful Presentations

Overview: Employee surveys show time and time again that internal presentations too often “drone on and on” and “try to do too much.”

We'll teach you: How to be more dynamic while still being authentic; How to create a memorable message; How to support - not detract - from your message with visual aids like PowerPoint; How to confidently deliver.

Content:

- a. AIM methodology
- b. Introductions, Messaging, Memorable Conclusions
- c. Delivery, staging and handling Q&A
- d. Powering up Powerpoint, alternative visual platforms or ditching visual aids altogether!

Module 4 - Storytelling and “the Art of the Pitch”

Overview: It's not enough to share facts and statistics, storytelling is what makes your message points “Stick” with a listener.

You will learn: How to really engage the listener; The five-points every story should have; To make the human connection first; How to create an anthology of relevant stories; How to deliver with purpose.

Content:

- a. Discovering your story
- b. Five points to star-studded storytelling
- c. A pitch in 1:30 (That's one minute 30 seconds)
- d. Importance of emotion, capturing hearts and minds

Module 5 - Social Media Leadership

Overview: *In today's business, it's not only important to have a social media presence to demonstrate relevance, but to know how to properly engage on the various platforms.*

You will learn: *Which platforms to use; How to best apply strategy to engage peers, prospects and influencers. How to become a social media thought-leader.*

Content:

- a. Relevance today and your social media 'Klout'
- b. Strategies: Connections & Media
- c. Facebook, Twitter & LinkedIn
- d. Developing a body of thought leadership content

Module 6 - Mastering the "One to One"

Overview: *Purposeful communications must be Holistic to be successful. Here we will review all that we have covered and make sure you and your team are collective in mission and spirit.*

You will: *share experience with peers; Examine areas that still need to be addressed; Create a master-plan to go forward.*

Content:

- a. Employee Engagement – Leadership style – Networking
- b. "One to one PR" – following up to emails, etc.
- c. "Stop pressing buttons" - There are people at the other end of the button.
- d. The "Thank you Economy"

Power YOU Programme Investment

The learning objectives of the 'Power YOU' Leadership Communications Programme will be immediately applicable to your participants and your organisation to drive real measurable results.

The investment in this programme will depend on the number of participants and whether you will be attending live or remote.

We look forward to working with you and your team to deliver this most powerful and purposeful programme at a price that aligns with your budget and reflects the value you and your organisation will receive.

Now is the time to

**POWER
YOU**

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