



# Impactful Communication

## Overview

Impactful communication is essential for the success of an Executive Leader. This programme is designed for C-Suite Executives, Senior Managers and Business Leaders who need to leverage effective communication and influencing skills for maximum impact

The programme changes people's behaviour. It will give you clear guidance for continued skills enhancement, supported by the most up-to-date research. Experiential, research founded, incisive and demanding, the programme will deliver an impactful learning experience.

The focus throughout the programme is on the individual as well as the group, so that you can enhance and cement your strengths, and address your challenges and concerns, while simultaneously benefiting from the strengths and challenges of the other participants.

### Modules

- ✓ Creating your Compelling Narrative
- ✓ Communications Under Pressure
- ✓ The Art of Interrogation- Listening, Questioning, Interviewing
- ✓ Facilitation and How to Gain and Maintain Attention
- ✓ Impactful Communication in the Remote Workplace

### Benefits

- ✓ **Influence and change behaviour in your organisation.**
- ✓ **Influence and persuade others to change attitudes and mindset.**
- ✓ **Understand your communication style.**
- ✓ **Understand the power of storytelling.**
- ✓ **Understand and create your personal narrative.**
- ✓ **Develop your listening and questioning skills.**
- ✓ **Develop and fine tune practical meeting, chairing and facilitating skills for in-person and virtual environments.**

# Faculty



## **Eoghan Tomás McDermott**

**Managing Director of The Communications Clinic  
Adjunct Teaching Fellow, Trinity Business School**

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Eoghan is the Managing Director of The Communications Clinic since 2018. He is personal coach and advisor to a number of Chief Executives of large corporates, both indigenous and multi-national. Eoghan is also the media and communications advisor to many of Ireland's top sportspeople and politicians. Eoghan contributes to Trinity Business School's Msc in Entrepreneurship. He and his team delivered training to the top corporates, public bodies and NGO's in Ireland and abroad. Under his management our trainers run programmes across the EU and UK, Asia, America and Africa. He published his first book *The Career Doctor* in 2009. Eoghan is a regular contributor to *The Last Word*, as well as shows on *Newstalk* and *RTE*. His writing has been published in the *Irish Times*, *Irish Independent*, *Sunday Times*, *Sunday Independent*, *Irish Examiner* and the *Business Post*.





# About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

## How to Apply

Visit [www.tcd.ie/business/executiveeducation/](http://www.tcd.ie/business/executiveeducation/) for more information and to apply for this programme.

## Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing environments.

## CONTACT US

PHONE

+353 1 896 2538

EMAIL

trinity.exed@tcd.ie