



**MELBOURNE**  
**PR & MARKETING**  
*distinctive brand presence*

# **Advanced Communication Skills**

## ***Masterclass for Local Government Leaders***

**Improving the culture, performance and reputation of  
Australian councils by developing the communication and  
leadership skills of their employees**

## Become a more effective communicator and influential leader



**Leadership is about influence — communicating with authority, engaging your team and getting your message across with authenticity and credibility.**

Council leaders must communicate effectively with a range of audiences — councillors, fellow staff, customers and a range of external stakeholders — with diverse needs and objectives.

Becoming a more effective communicator can increase your influence within your team and organisation, and with external stakeholders, and help you achieve objectives.

### Who this Masterclass is for

This masterclass is designed for councillors, general managers, managers, team leaders and other staff in positions of leadership.

You'll learn how to communicate to improve performance, facilitate projects to achieve desired outcomes, and articulate organisational goals and strategic directions in a way that inspires others to follow. You'll learn how to build rapport quickly, use language to motivate others, and deliver compelling messages that resonate with the audience long after the last word is spoken.

# Advanced Communication Skills Masterclass Content

## The Reputation Equation™

- Discover the link between your personal culture, brand and reputation, and how this influences people's perception of you

## Fundamentals of Communication

- Learn the process of communication and how the three types of communication – verbal language, paralanguage and body language – work together for greatest impact
- Learn how sensory preferences influence preferred language type

## Communication Styles

- Learn the four communication styles of people based on the DISC® behavioural assessment model and how to communicate effectively with each

## Moving Messages

- Discover the seven criteria of a great message and learn how to craft compelling messages for different audiences

## Effective Conversations

- Learn the three types of conversations for building rapport *and* getting the job done

## Build a Personal Brand

- Create a personal brand strategy that embraces your unique point of difference, highlights your strengths and conveys a compelling value proposition

## Build Your Media Mojo

- Learn how to identify newsworthy stories, write a media release and get your message across in a media interview

## Present with Pizazz

- Learn how to run a workshop and deliver presentations with confidence
- Learn the art of group facilitation

**\*Extended DISC® Profiles** – An Extended DISC® diagnostic assessment, to identify the personal communication style of each participant and how they can improve their communication with others, is available.

## Masterclass Duration

The content of this masterclass can be tailored to your council's needs and delivered over one, two or more days.

## Head Trainer, Ros Weadman FPRIA



**Ros Weadman FPRIA is a leading authority on local government brand visibility, communication and reputation.**

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver local government-focused consulting services, training and coaching programs. Her masterclasses draw on real experience working in local government and present real scenarios and real solutions.

Ros was Manager Communications at the City of Casey for 11 years and Manager Public Affairs at the City of Greater Dandenong for five years. During this time, she developed and implemented strategic communication, engagement and advocacy plans on a broad range of projects and public issues.

As a professional writer, Ros is the author of *BRANDcode*<sup>®</sup>, a practical marketing guide for business owners.

She has also written thousands of online and offline marketing and communications resources, media releases and speeches, including for the Premier of Victoria.

Ros has exceptional experience in media and issues management. She has provided high-level communications and media advice to CEOs, mayors and councillors, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Since establishing Melbourne PR & Marketing in 2011, Ros has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to many local councils including Casey, Campaspe, Cardinia, Greater Dandenong, Kingston, Monash, Moreland, Stonnington and Whitehorse.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC<sup>®</sup> diagnostic tool.

Ros is a Fellow of the Public Relations Institute of Australia.

Contact us today to discuss tailoring a program to meet your  
organisation's communication training needs

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[www.mprmg.com.au](http://www.mprmg.com.au)