



International Association
of Business Communicators
Asia/Pacific Region



Centre for Strategic Communication Excellence

**IABC ASIA PACIFIC
FUSION MASTERCLASS**

9.00am – 4.00pm

Saturday 26 August, Novotel Singapore Clarke Quay

IABC Asia Pacific is proud to partner with Cropley Communication and the Centre for Strategic Communication Excellence, to present this special masterclass in Leadership Skills for Communication Professionals in association with IABC APAC Fusion conference.

Price: A\$450 (valued at A\$750 this is a bargain and sure to sell out)

Advanced Leadership Skills for Communication Professionals

Explore the demands of communication leadership and the skills and attributes needed to lead an effective team and achieve key organisational outcomes.

This class is taught by Adrian Cropley OAM, FRSA, ABC and draws on his extensive years of business, HR, communication and change experience, coupled with leading practices of his global clients. During the program, Adrian will help attendees through some of their specific challenges. Expect to walk away with helpful solutions, tools and techniques and have fun in the process.

What you'll learn

- Management vs. leadership - what's the difference
- Identifying and developing your existing leadership qualities
- Collaborative working and relationship building
- Increasing your influence to become a strategic leader

Course outline

The manager vs. the leader

- Learn the characteristics and behaviours of effective leaders
- Review the manager versus leader inventory

Explore the team and the Parker Team Survey

- Discover the attributes of a high performing team
- Define teams and explore the Parker Team Player Survey

Build great relationships and get the best out of people

- Gain insights into emotional intelligence and the emotional competence framework
- Explore how you influence others

Be an influencer and strategic advisor

- Understand why people come to you for advice and how to build your value
- Be a strategic advisor and trusted business partner in your organisation
- Keep people coming back for value-added work where you can make the biggest impact on driving the business

ADRIAN CROPLEY OAM, FRSA, ABC

An accredited business communicator, and past global chair of the International Association of Business Communicators (IABC), Adrian Cropley is widely recognised as an expert in strategic communication. With a career spanning over 25 years, Adrian has worked with clients all over the world, including Fortune 500 companies, on major change communication initiatives, internal communication reviews and strategies, professional development programs and executive leadership and coaching. He has been a keynote speaker and workshop leader on strategic and change communication at international conferences all over the world, and has received numerous awards including international Gold Quill awards for communication excellence.

Please register and pay at:

<https://www.eventbrite.com.au/e/iabc-asia-pacific-regional-conference-2017-tickets-30745134525>