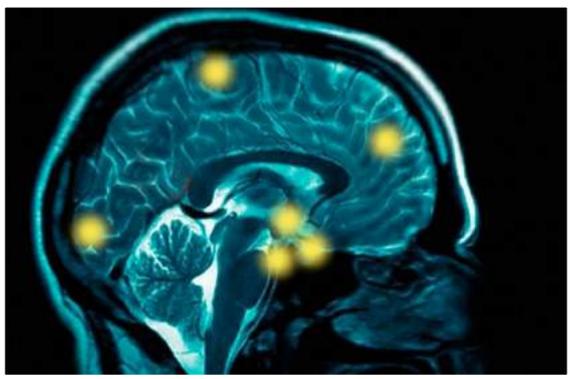


THE LANGUAGE OF LEADERSHIP

Obama, Malala, Trump, Jobs, Sandberg, Pope Francis... Everybody knows that great leaders must be great communicators. The good news is that communication is not just a knack but a skill that can be learnt. We will open up a treasure trove of techniques to make you more inspiring, influential and engaging when you communicate. You will discover a set of devices that are at once subtle, but also incredibly powerful.



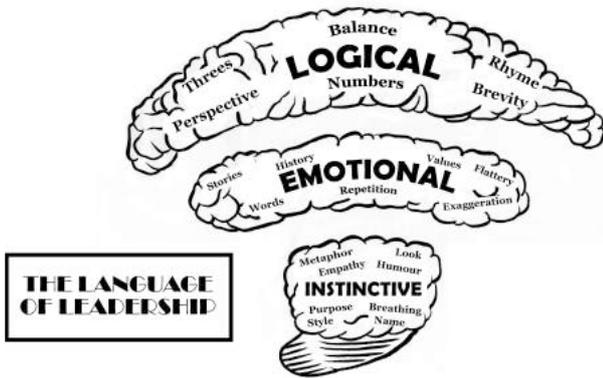
The Language of Leadership is grounded in academic research and extensive practical experience. The course matches the time-tested wisdom of the Ancient Greeks with the latest insights from neuroscience. Our workshops are intensely practical, focused on everyday conversations and emails as well as set piece speeches. When you leave you will think about communication completely differently, but most importantly you will see a big difference in results.

THE TUTOR

Simon Lancaster is one of the world's top speechwriters. He first became a speechwriter in the late 1990s, working for members of Tony Blair's Cabinet. Today, he writes speeches for the CEOs of some of the biggest companies in the world, including Unilever, HSBC and Intercontinental Hotels. Simon is a visiting lecturer at Cambridge University and an Executive Fellow of Henley Business School. He is the author of two best-selling books on communication: *'Speechwriting: The Expert Guide'* (Robert Hale, 2010) and *'Winning Minds: Secrets from the Language of Leadership'* (Macmillan, 2015). He appears regularly as a media commentator for the BBC, Sky and the Guardian and his 'Speak Like a Leader' TEDx talk attracts 100,000 views a month.



Book now! Call 020 7730 2883 or [email bookings@bespokespeeches.com](mailto:bookings@bespokespeeches.com)



Our approach to the Language of Leadership is based on what we know happens in people's brains during communication. Through this principles-based approach, we discover powerful, practical techniques to win people over, instinctively, emotionally and rationally. This means that, wherever you are, whatever you are doing, you be able to ensure maximum impact and resonance.

The Language of Leadership course is fast-paced and energetic. We use provocative video clips, active discussion and fun exercises. Here are some of the elements we explore:

STYLE

It's not just what you say, it's how you say it. We explore the secrets behind such enchanting linguistic devices as three-part lists, opposites, repetition, rhymes and alliteration. Barack Obama uses a three part list once every 126 words: it's what makes him sound confident. Maybe you could sound like Obama?

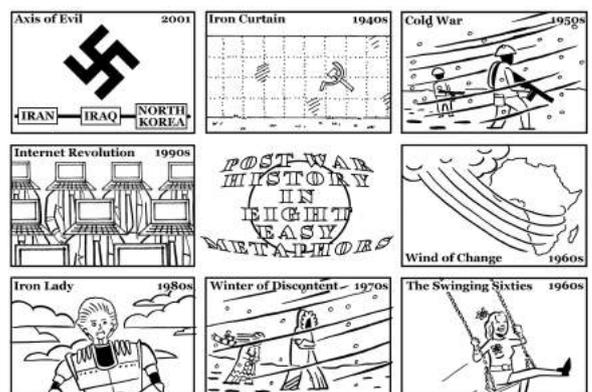


STORIES

Since the dawn of time, people have used stories to learn about themselves and their place in the world. Howard Schultz of Starbucks says he spends half his time listening to stories and the other half telling them. We dissect the anatomy of a story and discover our own stories.

METAPHORS

Metaphors conjure up images and plant ideas deep in the unconscious. If you talk about 'driving' change, you are suggesting your company is a car, which can make staff feel like nuts and bolts. However, if you talk about your company's 'spirit' or 'DNA', like Branson and Jobs do, you bring your company to life, and inspire loyalty and passion.



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'Simon's energy, vitality and sheer joie de vivre make him a great speechwriter and an equally good and inspiring teacher.'

Rt Hon Alan Johnson MP



Simon developed the Language of Leadership after Obama's first election victory. Since then, the course has been attended by civil service high flyers and top executives from companies such as Sainsbury's, Mercedes, Rank Group, Deutsche Bank and Hamptons International. Their feedback is phenomenal: our average satisfaction score is 9.4 out of 10. Here's what past participants say...



Excellent communication is critical up, down and across a diverse organisation like ours. Simon brought evidence and expertise in a succession of highly engaging sessions to help my staff learn how to communicate well.

Peter Wanless, then CEO, Big Lottery Fund



If you need people to care as much as you care, to be moved as much as you are moved and to give as much as you give, attend Simon's course.

Adrienne Kelbie, Chief Executive, Office for Nuclear Regulation.



Simon is extremely charismatic and will really challenge your thinking. Great tips and structures! One of the most enjoyable, practical and informative courses I've ever attended.

Paul Pomroy, CEO, McDonalds UK



Great energy, great participation. Love the head, heart and gut model! Superb practical take-aways which are improving my team's sales results. Enjoyable and engaging!

Teresa Kotlicka, People Development, Sony Music Entertainment



Attend this course only if you want to become a deeply inspiring leader. Simon helped me become significantly more passionate, engaging and persuasive in content and style.

Phil Ruse, Head of Operations, Allianz Insurance plc



We shared Simon's fascinating Language of Leadership course with our managers across the world to help them inspire and engage others. The feedback was great! He tailored his material so it was really relevant for us.

Dave Roycroft, HR, Invesco

Key learning outcomes

You will leave with:

- a deep understanding of how language changes thought and behaviour,
- practical leadership communication techniques which you can immediately put into effect, and
- the confidence to write, act and speak like a leader.

Who should attend?

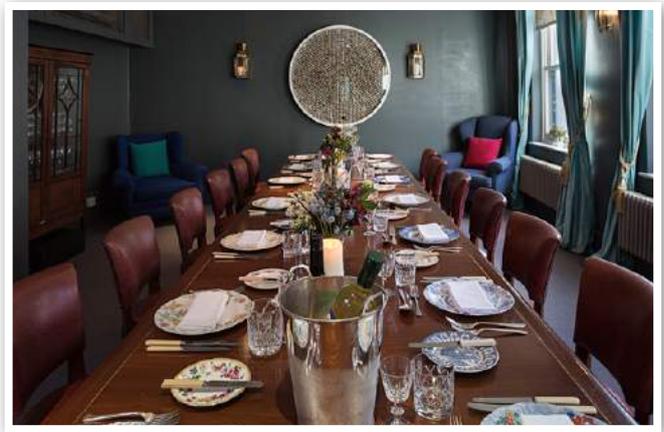
If you are an aspiring or existing leader or manager who wants to be more inspiring and engaging, this is the course for you.

Book now! Call 020 7730 2883 or [email bookings@bespoke speeches.com](mailto:bookings@bespoke speeches.com)



THE VENUE

We can run a Language of Leadership course for you in-house or you can join us on one of our open courses in London. We want this to be one of the most inspiring days of your career and we have chosen a venue to reflect that. We run our course in the heart of Soho at the magnificent Groucho Club. Effortlessly stylish, with a stunning contemporary art collection and one of the finest private dining rooms in London: we guarantee you will not want to leave.



BOOKING, COSTS & DATES

In-house courses - we have run in-house Language of Leadership courses all over the world. We will design, develop and deliver an event to match your particular and precise needs. Contact us to find out how we can help your business.

Half-day workshop: £2,000 + VAT. Full-day workshop: £3,000 + VAT. 2-day workshop: £5,000 + VAT.

Open Courses - we hold our open courses at the Groucho Club. and keep group numbers small to guarantee the best experience. Give us a call or send us an email to reserve your place. Book now to avoid disappointment.

Full-day workshop: £950 + VAT.

Dates - **2017**: Friday 6th October. **2018**: Friday 20th April, Friday 12th October.

2019: Friday 5th April, Friday 18th October.

ABOUT BESPOKE - 'Helping Leaders Lead'

Our work is our passion.
We will surpass your expectations.
We want YOU to be your best.

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