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Simon Lancaster

Senior Lecturer, Oxford University



■ Simon Lancaster is one of the world's top speechwriters. He first became a speechwriter in the late 1990s writing for members of Tony Blair's Cabinet. He has since written speeches for the CEOs of many of the biggest companies in the world including Unilever, HSBC, Rio Tinto, Nokia and Nestle. He is author of the best-selling books *Speechwriting: The Expert Guide* and *Winning Minds: Secrets from the Language of Leadership*. He is also a visiting lecturer at Cambridge University and appears regularly on BBC News.

The Language of Leadership

Senior Lecturer Simon Lancaster

Shh..... Did you know that there is a secret Language of Leadership: a secret language which has determined who has reached the top in politics, business and society since the dawn of time? In this 2-day workshop, top speechwriter Simon Lancaster sets out top tips from the Language of Leadership so you can make your communication instantly more engaging, inspiring and influential. The course workshop teaches techniques from ancient rhetoric together with the latest insights from neuroscience as we analyze current trends in modern commercial and political discourse and look at how we can put these techniques into practice.

Leading effectively requires being able to communicate across different audiences and to persuade by understanding what matters most to the particular group you are dealing with. Active listening and a respect for other points of view, though easy to agree with intellectually, are often difficult to put into practice. By working on real-life examples, we will explore how messages can be conveyed persuasively and crises averted.

Learning Objectives

- How to communicate to different audiences
- Become more aware of your own strengths and challenges as a communicator
- Speak with a strong sense of clarity and purpose

THE LANGUAGE OF LEADERSHIP

May-June, 2024

Time Schedule

The Language of Leadership is a two-months Executive MBA Course with classes on May 23-24 from 08.30 to 17.00.

Course Material

The course material consists of textbooks, case studies and articles.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance and to prepare a persuasive presentation about their work.

Evaluation

Students will be graded on attendance and participation in class, a video presentation and on an individual paper.

ECTS Points

The Executive MBA Course in The Language of Leadership will earn you 3 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in The Language of Leadership is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk