

# Enhancing Executive Communications in the World of Private Equity

## The Client

A top performing Canadian PE management firm (The Client), which consistently focuses heavily on internal talent development and excellence.

## The Challenge

The firm's executives must routinely communicate specialized expertise with confidence, brevity, and clarity to stakeholders. From formal and impactful presentations to client touchpoints and interactions, communication is a cornerstone of their business.

The Client was seeking communication training that would enhance both external and internal communications while maintaining and growing their strong position in the Canadian marketplace.

As the firm is fast paced with many competing demands, the program had to be targeted and impactful to maximize learning in a condensed timeframe.

## The Solution

We designed and delivered a program to 20+ executives to enhance their overall communication style and leadership presence, working closely with senior leadership and project sponsors, to identify individual and team goals and desired KPI's.

To foster self-awareness and inform coaching goals, participants went through an in-depth assessment of their communication style—strengths and opportunities—and received detailed feedback.

We then delivered a group training session which taught fundamental concepts for confident, authentic, and strategic communications. The remainder of the program was 1:1 coaching, in which participants set goals and met regularly with their coach to practice and receive personalized and targeted feedback. Progress on goals was tracked and shared with participants and sponsors throughout the program.

## The Outcome

The program supported each participant in achieving their own goals, including the following aspects:

- Greater self-awareness and improved confidence in communication
- Powerful visual and vocal messaging
- Intentional and deliberate communication
- Communicating with clarity and impact
- Enhanced leadership presence
- Consistent compelling brand representation
- Authentic and impactful delivery using scripted content

## Ditch Impostor Syndrome

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