

## MANAGEMENT PROGRAM

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| <b>DESIGNED FOR</b>   | <ul style="list-style-type: none"><li>▪ Executives, Senior Management, Managers, and Sales and Marketing Professionals</li></ul>  |
| <b>OBJECTIVE</b>      | <ul style="list-style-type: none"><li>▪ Provides intensive high-calibre training focused on expressing creative concepts, ideas and strategies with integrity and confidence, and developing strong, influential communication skills with external and internal audiences to build a stronger, more meaningful relationship</li><li>▪ Promotes a mentoring attitude to enhance corporate communication identity through consistent, cohesive messaging at all levels.</li></ul>  |
| <b>PRE-PROGRAM</b>    | <ul style="list-style-type: none"><li>▪ Participants complete a thorough pre-program assessment, both written and verbal, to candidly identify and discuss their communication history, strengths, weaknesses and goals.</li><li>▪ Participants also prepare a brief (5-minute) business presentation.</li></ul>  |
| <b>PROGRAM FORMAT</b> | <ul style="list-style-type: none"><li>▪ Includes four 3-hour group sessions, scheduled approximately one week apart.</li><li>▪ Maximum of 6 participants for maximum hands-on participation and individual feedback.</li><li>▪ At the first session, participants will deliver their prepared business presentation, which is videotaped to serve as a baseline for building upon existing strengths.</li><li>▪ Emphasis is given to appropriate program modules to establish a firm foundation of communication principles, tools and techniques, and to build systematically upon these skills. While each session will emphasize specific key modules, there will be an ongoing link incorporated into each session integrating all modules. Training exercises reflecting your company's key corporate messages, selected business materials and issue-related role-play opportunities are also included.</li><li>▪ Between sessions, participants are required to update their presentations based on the lessons learned.</li><li>▪ Throughout the program, RHA provides ongoing verbal and written constructive feedback to candidly identify and discuss strengths, weaknesses and suggestions for improvement.</li></ul> |
| <b>POST-PROGRAM</b>   | <ul style="list-style-type: none"><li>▪ RHA will prepare a Post-Program Report that summarizes the overall aspects of the program, provides an evaluation of each participant's progress, and consolidates their Post-Program Appraisals.</li><li>▪ RHA's commitment to the participants does not end at the conclusion of a program. Rather, Rex encourages them to contact him at any time for feedback and rehearsal opportunities to ensure individual style and ability to shine through, and the content and delivery of each message promotes an influential connection with audiences.</li></ul>  |

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