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# THE POWER OF COMMUNICATION

Elevating Your Leadership Impact to Inspire & Influence!

AWARD WINNING FACILITATOR

*Adrian Cropley*

Medal to Order of Australia & IABC Quill Awards 

Founder of Centre for Strategic Communication  
Excellence with 30+ Years Experience 

Innovative Trailblazer: Former IABC Global Chair,  
Led Key Global ISO Certifications in Communications 



1, 2 & 3 JULY 2025  
KUALA LUMPUR, MALAYSIA



Transform how you Lead and Communicate. Master the art of delivering messages that inspire action, boost productivity, and align your team with business goals. Elevate your leadership, influence outcomes, and position yourself as a strategic force driving organizational success.

## HEAR FROM PARTICIPANTS WHO HAVE ATTENDED ADRIAN'S SESSIONS!

"Adrians' breadth of experience and expertise was obvious - great presenter!"

"Great course that is relevant regardless of level of prior experience. Excellent tips and resources, thank you"

"The content was brilliant & the case studies helped bring theory to reality"

"Knowing how to communicate meaning in a fun way that maximises learnings is one of Adrian's best qualities as a presenter"

"Adrian was very engaging and delivered the content well. Grateful for the knowledge and tips he shared on how to write more effectively and efficiently"

"Great presenter who really knows his stuff. Kept room fully engaged across two days"

"Its rare to find a specialist course like this and I got a lot out of the learnings. A very knowledgeable and personable facilitator"

"Enthusiastic and engaging - would happily do a course with him again"

**Kexxel**  
GROUP

Today, we're honing the communication skills that drive great leadership! Learn practical techniques to boost team engagement and create a dynamic work environment. Through fun activities, you'll sharpen active listening, tap into emotional intelligence, and tackle tough conversations with confidence!

## SESSION 1 Effective Communication in Leadership

By understanding the impact of communication on the bottom line, you will recognise your significant role as a manager in driving business results through your communication efforts.

- **The Pyramid of Effective Communication:** Understanding the layers and hierarchy of effective communication.
- **Why Communication Matters:** Critical role in achieving organisational goals.
- **Impact on the Organisation's Bottom Line:** Linking communication effectiveness to Financial and Operational success.
- **Role of the Manager in the Communication Equation:** Recognising how managers are pivotal communication hubs within their teams.

## SESSION 2 Use The 4Ms - Keep Communication Simple

This approach helps ensure that your communication is clear, targeted, and results-driven, allowing you to meet the needs of your team effectively.



ACTIVITY

- **Market:** Identifying what your team needs and expects.
- **Message:** Crafting messages that are clear, consistent, and personally resonant.
- **Media:** Selecting the most appropriate channels.
- **Measure:** Evaluating the impact of your communication efforts.

## SESSION 3 Mastering The Art Of Conversations

Enhancing your conversational skills, particularly around effective listening and questioning.



ACTIVITY

- **Understanding and Practicing Effective Listening:** How to engage more deeply in conversations.
- **Listening vs Hearing:** Strategies to become a better listener and foster more productive dialogues.
- **Asking the Question and Holding the Silence:** Developing the skill of asking insightful questions and using silence to encourage thoughtful responses.

## SESSION 4 Getting The Best Out Of People

Exploring frameworks and tools to further sharpen your skillset.



ACTIVITY

- **The Four Factors Required to Develop Trust:** Building and maintaining trust in leadership.
- **EI and The Emotional Competence Framework:** Enhancing your ability to understand and manage emotions, both your own and those of others.
- **Having Difficult Conversations:** Techniques for navigating challenging discussions with confidence and empathy.
- **Coaching Skills - Giving and Receiving Feedback:** Improving your coaching abilities to provide constructive feedback and support your team's development.

## WHY YOU SHOULD ATTEND

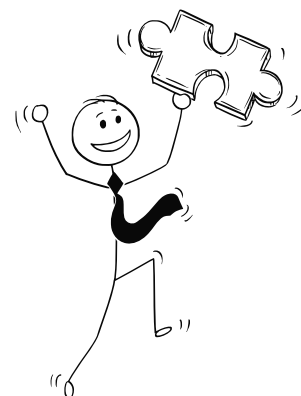
Unlock your leadership potential with **"The Power of Communication"** - the course designed to transform the way you communicate. In today's fast-paced business landscape, clear and impactful communication is more than just a skill; it's the key to driving success and inspiring your team.

Imagine being able to deliver messages that not only inform but also **motivate and engage your team**, creating a ripple effect across your organization—boosting productivity, enhancing collaboration, and aligning everyone with the company's goals. This course gives you the **practical tools and techniques** to do exactly that.

You'll gain hands-on experience in crafting **powerful, persuasive messages, mastering active listening**, and building **stronger relationships** with your team and **stakeholders**. But it doesn't stop there — **dive into advanced strategies like stakeholder analysis, communication audits, and how to leverage AI** to supercharge your communication effectiveness.

Whether you're a middle manager aiming for senior leadership or simply looking to elevate your communication game, this course is your gateway to becoming a more strategic, influential leader. By attending, you'll not only sharpen your communication skills but also **position yourself as a key driver of business success, ready to lead through change and shape the future of your organization**.

Don't miss this opportunity to transform the way you lead through communication!



ACTIVITY

### Practice Makes Perfect!

Points highlighted in **Blue** are practical activities.

On Day 2, we'll dive into two key aspects of Leadership: Using AI tools to streamline communication & mastering impactful presentations. Learn practical AI strategies that can make your communication processes more effective & efficient. Additionally, you will sharpen your presentation skills to confidently deliver presentations that resonate with the audience and leave a lasting impression!



## SESSION 5

### Integrating AI Tools into Your Leadership Communication

Exploring the transformative potential of AI in enhancing your leadership communication & discuss strategies for effectively implementing these tools.



#### ACTIVITY

- **Hands-on Experience with AI Writing & Analysis Tool:** Applying AI to improve communication tasks.
- **Strategies for Implementing AI:** Integrating AI into your communication processes for better efficiency.
- **ChatGPT:** Learning how this versatile AI tool can generate human-like text to enhance your communication.
- **Descript:** Creating & editing multimedia content, streamlining workflow.

## SESSION 6

### Presenting with Power & Presence

This session focuses on developing your ability to present with power, presence, and persuasion. Explore techniques to engage your audience through interactive conversations, and how to prepare and deliver your messages to inspire & motivate.

- **How to be Powerful, Persuasive & Personal**
- **Engaging Your Audience Through Interactive Conversations**
- **Prepare & Present With Style:** How to structure and deliver your message effectively.
- **Gain Powerful Tips and Tools:** Practical tips to improve your presentation skills.

## SESSION 7

### Presentation Skills Practice

In this hands-on session, you will have the opportunity to put your presentation skills into practice. You will construct and deliver a presentation, applying the techniques and strategies discussed earlier. This practice session is designed to build your confidence and refine your ability to present effectively in a supportive environment.



#### ACTIVITY

- **Constructing Your Talk**
- **Practicing with Your Partner or Team**
- **Presenting:** Delivering your presentation, focusing on the skills learned

## SESSION 8

### Feedback Session

You will have an opportunity to reflect on your performance and identify areas for improvement. This session also includes the completion of your leadership action plan, helping you to consolidate your learning and plan for continued development.



- **Getting Feedback on Your Presentation:** Receive constructive feedback to improve your presentation skills.
- **Completing Your Leadership Action Plan:** Finalise your plan for implementing the communication strategies and skills learned in the course.

## KEY LEARNINGS

- **Drive Business Outcomes:** Learn communication strategies that directly impact your financial and operational success
- **High ROI for Your Organization:** Gain immediate, actionable strategies to improve your decision-making and achieve clearer strategic alignment.
- **Elevate Your Leadership & Team Engagement:** Equip yourself with skills to motivate and align your team, boosting productivity.
- **Implement Advanced Communication Frameworks:** Master emotional intelligence and the Pyramid of Effective Communication for lasting influence.
- **Drive Change with Confidence:** Acquire skills to lead through change and communicate effectively, keeping your team aligned and motivated.
- **Leverage AI for Efficiency:** Get hands-on experience with AI tools like ChatGPT to enhance your communication tasks and save time.
- **Foster a Culture of Trust:** Build trust through authentic communication, for a collaborative and resilient workplace.

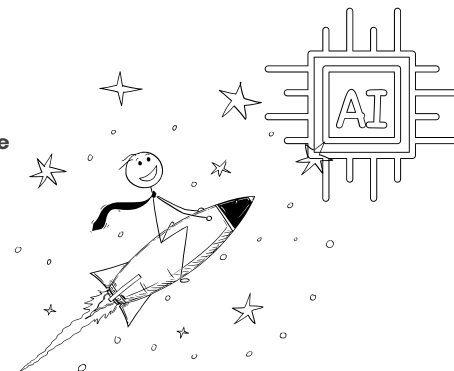
## WHO SHOULD ATTEND?

This course is particularly valuable for those in middle management positions, aiming to step up to more senior leadership roles towards shaping the direction of the business.

Leaders, directors, managers, supervisors, team leaders from every business function including communication and PR professionals across every industry.

# DAY 3 | LEADING CHANGE IN AN AI WORLD. COMMUNICATION & STORYTELLING FOR IMPACT

Today, we'll go deeper as AI transforms leadership and the workplace. Communicating change effectively and inspiring action through storytelling is more critical than ever. This session equips leaders with the skills to navigate uncertainty, reduce resistance, and drive alignment using strategic storytelling and AI-powered communication.



## SESSION 9 The Psychological Journey Through Change

Change isn't just a process—it's an emotional and psychological journey. Leaders must understand how individuals and organisations experience change, anticipate resistance, and know where communication adds the most value.



ACTIVITY

- **Overview of the Change Curve:** How employees process change.
- **Understanding resistance:** Why people push back and how to overcome it.
- **Leadership's role in change:** Where communication makes the most impact.
- **Examining a real-world Change initiative to identify communication gaps.**

## SESSION 10 Storytelling as a Leadership Tool in Change Communication

Great leaders don't just inform—they inspire. Storytelling creates emotional connections that help employees understand and embrace change. This session explores the neuroscience of storytelling and provides a structured approach to crafting impactful change narratives.



ACTIVITY

- **The power of narrative in driving change.**
- How stories shape employee engagement and belief in change.
- **Frameworks:** The 3Cs + M (Context, Characters, Conflict, Moral).
- **Leader's craft their change narrative using the 3Cs + M model.**

## SESSION 11 Strategic Storytelling: Aligning Narratives with Organisational Goals

Storytelling must align with an organisation's vision, values, and strategy to be compelling. This session helps leaders develop a clear and persuasive change story that connects individual and team efforts to the bigger picture.



ACTIVITY

- **"Turning Strategy into Story":** Aligning messaging with business goals.
- **Breaking down the "garden transformation" story as a metaphor for change.**
- **The Manager's Communication Model:** How leaders can answer employees' key questions:
  - Where are we heading?
  - How does this change impact me?
  - How will we measure success?
- **Story Development:** Participants refine their **change communication story** for their teams.

## SESSION 12 Communicating Change with AI: The Human-AI Balance

Storytelling must align with an organisation's vision, values, and strategy to be compelling. This session helps leaders develop a clear and persuasive change story that connects individual and team efforts to the bigger picture.



ACTIVITY

- How AI is shifting leadership communication.
- Ensuring human storytelling remains at the core of digital communication.
- Case studies of AI-driven storytelling in leadership.
- **Role-Play:** Delivering a change message blends AI-generated insights with a personal leadership story.

## Reflection & Action Plan



- Leaders finalise their **storytelling action plan** for their organisation.
- Group storytelling showcase and feedback.

The day concludes with practical takeaways to ensure leaders can immediately apply storytelling and change communication strategies. Participants will refine their leadership storytelling approach, receive feedback, and develop a personal action plan to lead organisational change.

## PROGRAM SCHEDULE

0830	Registration & Coffee/Tea
0900	Workshop commences
1015	Morning break (20 mins)
1245	Lunch (1 hour)
1500	Afternoon break (20 mins)
1700	End of day

## AWARD WINNING FACILITATOR



Adrian is the Founder & Director of the Centre for Strategic Communication Excellence, a global training and development organization. He is currently the **Chair of the Industry Advisory Committee for the RMIT** School of Media and Communication, and a Fellow of both the IABC and the RSA. He is also non-executive director on several boards and advises some of the top CEOs and executives globally.

He has been a keynote speaker and workshop leader in **Malaysia, Singapore, China, India, Hong Kong, Thailand, Canada, Middle East, the U.S., Europe, New Zealand and Australia**. His expertise is further demonstrated through his establishment of communication training academies at Ambulance Victoria, Unilever, and Nokia, and major global companies including Petronas, Shell, Zurich, and ANZ.

Adrian has received numerous awards including **IABC Gold Quill Awards for communication excellence, as well his Agency received "Boutique Agency of the year", 6 years running**. He is a past global chair of the International Association of Business Communicators (IABC), where he implemented the IABC Career Road Map, kick-started **a global ISO certification** for the profession and developed the **IABC Academy**. Adrian pioneered the Melcrum Internal Communication Black Belt program in Asia Pacific.

His accolades are impressive, including the **Rae Hamlin Global Communication Award** for both 2019 and 2021, and **over 60 Bronze, Silver, Gold Quill Awards**. In 2017, he was awarded the **Medal of the Order of Australia** for his outstanding contribution to the field of communication. He is also a champion for social causes being active in youth and homelessness organizations as well as funding a school in Kenya.

# Adrian Cropley

**ADRIAN CROPLEY OAM, FRSA, IABC Fellow, GCSCE, SCMP**

With a career spanning over 30 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.



## ADRIAN'S CLIENTS INCLUDE:

### FINANCIAL SERVICES

- Maybank
- Allianz
- Standard Chartered
- Barclays
- QBE Insurance Australia
- ANZ Bank
- National Australia Bank (NAB)

### GOVERNMENT

- Australian Taxation Office (ATO)
- Ambulance Victoria
- Vic Roads
- City of Knox
- North Sydney Council

### TECHNOLOGY & TELECOMMUNICATIONS

- Digi
- OSK Investment Bank
- Motorola
- Cisco
- Telstra
- Ericsson
- Infosys
- Infineon Technologies
- Symantec

### EDUCATION

- Monash University
- University of Melbourne
- RMIT
- Deakin Universities

### PETRO CHEMICAL, ENERGY & UTILITIES

- Shell
- Petronas
- Sarawak Energy
- BHP
- BASF
- Rio Tinto
- Powerlink
- Veolia
- Tata
- Melbourne Water
- NBN Co.

### TRANSPORT & AVIATION:

- Singapore Airlines
- Qantas
- Cathay Pacific
- Virgin Blue
- Malaysia Airlines
- Toll Transitions

### OTHERS:

- Asahi Beverages
- Unilever
- National Foods
- Ernst & Young
- Mercer
- PWC



**THE POWER OF COMMUNICATION 2025**

Kuala Lumpur, Malaysia  
1 - 3 July 2025

Registration Inquiries: ☎ : +603 2282 1688  
☎ : +6011 1633 1600  
✉ : vincent@kexxel.com

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**Email the completed form to vincent@kexxel.com**

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**TERMS & CONDITIONS**

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..  
Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.  
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**Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.**

**Force Majeure:** If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

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