

Catalogue of products and services

CONFERENCES, SELF-STUDY WEBINARS AND BOOKS.

Lord Communication managériale offers a range of diversified services and products to better equip leaders and professionals to inspire, influence, demonstrate courage and engage.

Our approach is pragmatic, simple yet thorough, and we're proud that 95% of our participants say they had a powerful experience.

We offer conferences on the following topics

INSPIRATION

COURAGE

INFLUENCE

ENGAGEMENT

Four one-day boot camps are also available on request.

INSPIRATION

Are you an inspiring leader?

Summary

Isabelle presents the four keys to being an inspiring leader in concrete terms. She encourages participants to embrace management communication, a crucial element for any leader wishing to be inspiring.

In this interactive conference, the following topics will be addressed:

1. Investing in a communication routine
2. Knowing how to mobilize to inspire action and results
3. Preparing systematically and being clear
4. Knowing how to defuse resistance

Useful in what context

It's especially useful for fostering managers' accountability in various organizational contexts (implementation of changes, new corporate orientations, context of turbulence, and our current reality of widespread telecommuting).

INFLUENCE

Communicate with C.L.A.R.I.T.Y.

Summary

Learn the keys to clear communication that achieves its goal. Do you always have the impact you want? Would you like to be more convincing? Do you sometimes feel like your message is not getting across? This 60- to 90-minute conference workshop will introduce you to a proven method to improve the effectiveness of your communications and then help you put it into practice. In a few points you will see:

1. How to clearly prepare a strategic intervention in 10 minutes
2. How to anticipate the resistance of your audience
3. How to effectively contextualize all of your communications, the most strategic ones that mark out your daily life
4. How to demonstrate your executive presence

Useful in what context

It's especially useful for managers or professionals who want to have more impact, be more convincing or communicate messages more effectively.

Sustainable influence: Demonstrating it is a must to succeed in your career!

Summary

Do you have as much influence as you think? Are you able to exercise your full influence in decisions that affect your sector or your organization? Do you feel like your messages are not getting across? Influence today is more than ever the key to success at work. It allows you not only to deploy your own talents, but also to promote the deployment of the whole range of skills of those around you, in particular the members of your team.

During this conference, Isabelle will present the six dimensions that define sustainable influence. Committed to constantly innovating and renowned for her pragmatism, she will address in straightforward terms the paths to consider adopting as a team as well as for your own individual progress.

During this conference, Isabelle will answer the questions:

1. How to demonstrate sustainable influence?
2. What are the six dimensions of sustainable influence?
3. What are the benefits for your organization for you to develop this skill?
4. How to develop a fast track to long-term influence?

Useful in what context

It's especially useful for managers or professionals who want to exercise leadership that's compatible with the pursuit of excellence and the spirit of innovation.

COURAGE

The Courage to Speak: How to approach difficult conversations with confidence.

Summary

Courage is not innate, it is acquired. Better yet, it can be learned. In this dynamic conference, Isabelle Lord will demonstrate how to develop this skill and unveil the secrets of C.O.U.R.A.G.E. She will offer you a proven approach to transform communications that make you uneasy into opportunities to inspire confidence and respect from your colleagues as well your superiors and your clients.

During this conference, you will become aware of the importance of how you communicate to express this increasingly sought-after quality, managerial courage. It will allow you to stand out as an influential leader, but also as a professional who wants to influence decisions and increase their credibility. Isabelle Lord will give you some foolproof tips to get you started on this path.

In this interactive conference, the following topics will be addressed:

1. How to communicate with C.O.U.R.A.G.E
2. How to defuse resistance and build support
3. How to conduct inspiring conversations
4. How to interact with difficult personalities

Useful in what context

It's especially useful for managers or professionals who will face difficult conversations during their career.

ENGAGEMENT

The art of the question: The #1 tool for engaging communication

Summary

In this conference workshop, you will be amazed at the openness caused by the right questions, asked at the right time and with the right intonation.

Isabelle will provide you with a 90-minute EXPRESS conference, a theoretical framework on the art of the question and its prerequisite—knowing how to listen. Discover the rules of the art of influential communication and thus anticipate reactions to overcome resistance.

At the end of this conference, you will have already started to create your own repertory of impactful questions to better register in strategic debates, influence decisions and mobilize your team

In this interactive conference, the following topics will be addressed:

1. How the quality of interaction makes it possible to act as an influential leader
2. How to master the art of the question
3. Attitude, silence, intention—the keys to good presence
4. How to increase the quality of interaction to build engagement, validate understanding and defuse resistance.
5. Ask the right questions to stimulate reflection

Useful in what context

It's especially useful for developing greater accountability within an organization. Also, it's a must to create a work environment focused on innovation.

We offer interactive remote conferences on the following topics

INSPIRATION

COURAGE

ENGAGEMENT

Three 90-minute interactive conferences that allow you to optimize discussions with your team. The final content will be developed once we've assessed your company's specific context.

INSPIRATION

Working from home, while raising your profile and being productive

Summary

At the office we operate within an established framework, interacting efficiently to be sure our projects are properly handled and our contributions to the team's work is recognized. Remotely, things are different. Isabelle will show you a new way of doing things that requires adjustments and new processes to ensure you have the full confidence of your boss and your entire organization.

Who is this for

Everyone working remotely who's wondering how to maintain efficiency and have your contributions acknowledged within your organization.

Main objective

Coordinating follow-up and acknowledgement of your work, and getting recognition for your contributions to the success of projects when in WFH mode.

Suggested themes

- How to foster a climate of trust, even remotely—some tips
- Helpful hints for following up, without getting bogged down in details
- The picture of someone with a handle on their work—tips and tricks to inspire confidence on screen and on the phone
- Defining mandates like a champ—a fail-safe technique to avoid too much back and forth
- Pinpointing your boss and colleagues' communication styles
- Having your achievements recognized by the right people, with finesse

COURAGE

Tackling difficult situations remotely with tact and skill

Summary

Working from home (WFH) has shaken up our traditional methods of managing and supporting. But it's actually a great opportunity to develop a new way to interact with your colleagues and employees. Isabelle will advise you on getting started and adapting your processes, while remaining focused on efficiency and productivity. And beyond performance management, she'll also address delicate questions regarding conversations such as having to reassure a client or settle a conflict with a collaborator.

Who is this for

For all managers and supervisors who hope to skilfully tackle even the hardest conversations, and who want to know how to adapt the performance management of their teams to the challenges of WFH.

Main objective

Giving you the tools necessary to develop a remote management approach that's flexible and efficient, including the all-important interpersonal skills.

Suggested themes

- The particularities of difficult conversations—a review of various scenarios
- From preparation to maintenance—the ABCs of difficult virtual conversations
- Learning to recognize your emotional state before initiating a difficult conversation
- The art of giving constructive feedback—top tips and tricks for virtual mode
- Clarifying expectation like a champ—targeting focus and ensuring understanding
- Using the art of the question to encourage people to take responsibility and defuse resistance

ENGAGEMENT

Managing and interacting remotely

Summary

Isabelle will guide you in maintaining engagement and buy-in even during a difficult context and while working from home (WFH). She'll address how to listen, how to ask the right questions, and how to intervene just enough so that everyone stays on track in terms of productivity and the work environment remains harmonious.

Who is this for

For managers and team leaders who want to develop and ensure inspiring leadership focused on engagement and buy-in.

Main objective

Learning to stay on course in terms of buy-in and engagement by developing new work methods specific to WFH.

Suggested themes

- Adopt virtual modes of communication that are effective for:
 - Communicating with your employees in an official capacity—your virtual official voice
 - Supervising remotely—delegate, follow up on projects, motivate
 - Collaborating with your work team and for project management
 - Interacting with clients and partners
- Etiquette in virtual channels
- Tech tools that can improve efficiency
- The role of written communication (emails, texts, documents).
- My top tips for increasing productivity
- And what about quality of life?

**We offer a TOOLKIT+ to
inspire your managers
that includes**

ARTICLES

VIDEOS

AVENUES FOR REFLECTION

This kit includes 15 moments of inspiration, each five minutes long, to be shared within your organization with time-pressed managers.

TOOLKIT+

Summary

We're all flooded by communications. With an offer like this, we hope to offer your teams a breath of fresh air. Depending on your needs and context, you can share the toolkit's contents as gradually as you'd like with your managers. It includes short videos, tips, avenues for reflection and action plans adapted to the current work context.

Content

In total, TOOLKIT+ includes 15 moments of inspiration:

- 6 articles to boost remote management practices
- 5 videos, each 5 minutes long, on the essentials for managing remotely
- 4 avenues for reflection and action plans to take a healthy step back that contributes to the wellbeing of your managers and employees

Two delivery options

- Lord Communication managériale handles sending the content based on a timetable you've established.
- We provide the TOOLKIT+ via a date-sharing platform so you can decide the rhythm that's appropriate for your company.

We offer self-study webinars on the following topics

INSPIRATION

COURAGE

INFLUENCE

60 minutes (pre-recorded)

Also available for live streaming

Our self-study webinars can certainly inspire you
in planning a tailor-made conference.

INSPIRATION

AVAILABLE IN ENGLISH !

A) Capitalize on your communication style

Objective:

Create an action plan based on your personal communication style in order to successfully meet the challenges of your new position.

Content:

- Presentation of the four styles: Driver, Expressive, Conciliator, Analytical
- Compatibility between styles, adaptability
- Strengths of each of the styles for staff/performance management
- Communicating effectively with the different styles

B) Tackle your newly assigned duties with confidence from day one

Objective:

Assume your leadership role and motivate your troops while using your communication skills to avoid making rookie mistakes.

Content:

- Communication duties and tasks of leaders
- Going from expert to manager to leader
- Becoming your colleagues' and "friends'" boss
- The five management actions that will help you successfully integrate your new role
- Two interviews with subject-matter experts:
 - André Camiré, President Camiré & Associates – Onboarding, development and executive success
 - Yves Devin, CRIA fellow, former CEO of the STM and the Casino de Montréal

ON DEMAND

C) Give constructive feedback every time

Objective:

Adopt an intervention framework applicable to various human resource management situations.

Content:

- Know how to criticize without hurting
- The three stages of critical feedback
- The art of giving constructive feedback
- Tips to stay positive and encourage openness
- Tips to get back on track if there is opposition and to receive feedback

D) Approach your management conversations positively

Objective:

Familiarize yourself with an interview template that allows constructive discussions in performance management.

Content:

- The main management conversations
- The five performance management conversations we avoid
- Conduct tough interviews and be inspiring
- A successful simulation
- Tips and tricks to defuse resistance

E) Align your team with objectives and maintain motivation

Objective:

Excel in performance management by communicating to inspire action.

Content:

- Communicate to engage
- Questions that directly influence the contribution of your team members
- Methods to boost performance
 - Words, phrases and tones of voice that reassure the ego and boost performance
 - Mistakes that can kill motivation and how to avoid them
 - Tools to help align those with performance challenges

COURAGE

AVAILABLE IN ENGLISH !

A) Align your message with your own values

Objective:

Continue to demonstrate leadership while respecting your values and those of your organization in periods of instability

Content:

- Distinguishing between crises of values and wounded pride
- When management's will and your own objectives clash: an inner monologue
- When, how and to whom you should express your disapproval
- Preparation guide for communicating a decision you don't initially agree with
- Interview with a senior executive Michel Clair, CEO of Groupe Santé Sedna

B) Obtain buy-in when there's resistance

Objective:

Learn to communicate in a way that makes others want to follow you, even in times of change.

Content:

- The change curve and managing various psychological profiles in changing environments
- Questions to ask before communicating a change
- Techniques to avoid "hijackers"
- Methods to obtain buy-in
- How to answer hostile questions
- How to get the conversation back on track
- Interview with an executive: Joëlle Boisvert, managing partner at Gowling WLG

C) Turn difficult conversations into inspiring communications

Objective:

Demonstrate courage when preparing to have difficult conversations.

Content:

- Defusing our own emotions
- Taking a step back when faced with a tough situation
- Difficult personalities and how to address them
- The things you should never say to someone who is getting upset
- SLA method (Stop, Listen, Assess)
- Interview with an executive: Yves Devin, CRIA fellow, former CEO of the STM and the Casino de Montréal

ON DEMAND

D) Communicate calmly under pressure

Objective:

Acquire the reflexes to communicate intelligently in times of great stress.

Content:

- Stress, emotional intelligence and communication
- Communicating under stress
- Top tips for successful communications in times of stress
- Know how to say no without stressing too much

E) Stay connected with all generations

Objective:

Recognize and understand the values at work in each generation (Baby Boomer, Gen X, Gen Y) to prevent a generational divide and remain relevant with everyone.

Content:

- Intergenerational links at work
- Instructions for engaging all three generations
- Strengths of each of the styles for staff/performance management
- Communicating effectively with the different styles
 - Do you communicate differently?
 - How do you go about getting engagement?
- Communicating with the various generations—top tips
 - How to criticize without wounding, for each generation
 - How to validate your interlocutor's understanding
 - The most awaited things of all generations
 - How to give clear directives
 - How to give recognition and delegate

INFLUENCE

AVAILABLE IN ENGLISH !

A) Communicate clearly and in an impactful way

Objective:

Improve your powers of persuasion by preparing your communications using the proven C.L.A.R.I.T.Y. method.

Content:

- Principles of the C.L.A.R.I.T.Y. method to prepare all your communications without wasting time
- How breaking the ice in the first minute makes all the difference
- Leaving a lasting impression with a hard-hitting conclusion
- The secret to skilfully bouncing back from difficult situations
- Analysis of an Obama speech

ON DEMAND

B) Increase your credibility and gain presence

Objective:

Recognize the levers of your credibility and know how to activate them to develop your professional image.

Content:

- The links between credibility and presence
- Words and deeds that give credibility
- My game plan to increase my credibility

C) Being recognized for your contribution

Objective:

Raising your profile for the right reasons, without arrogance or boastfulness.

Content:

- Behaviours that give credibility
- Shine without being stubborn or arrogant—actions that influence others' perceptions of your behaviour
- Informal 101, a game plan for the year
- Shine even if you're introverted

D) Knowing how to use the #1 tool of influential communication

Objective:

Become familiar with a powerful form of leadership communication that contributes to your reputation and promotes collaboration: the art of the question.

Content:

- The usefulness of knowing how to ask the right questions
- The art of the question
- What will make your questions impactful and relevant
- Good times to ask a question
- Demonstration: Creating a partnership
- Bounce back and support a recommendation
- The starting point for mastering the art of questioning

E) Being 100% present

Objective:

Learn to decode your interlocutors' non-verbal signals and become aware of your own non-verbal language in order to improve the quality of your presence.

Content:

- What is your non-verbal made of
- What the face does and doesn't say
- Speak non-verbal in various situations

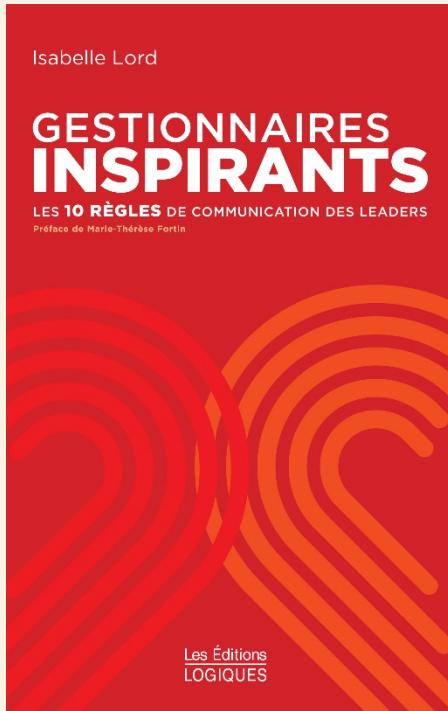
**We also have several books to
deepen your knowledge**

**INSPIRATIONAL MANAGERS
THE COURAGE TO SPEAK
THE STUFF LEADERS ARE MADE OF
SUSTAINABLE INFLUENCE**

Please note that all our books
are available in English.

INSPIRATIONAL MANAGERS

The 10 rules of leadership communication



The reference in management communication

Designed for managers and aspiring managers alike, this book explains the basics of management communication and presents a series of applications related to the day-to-day work of managers.

All 10 rules are explained in detail and the reader is encouraged to assess their own behaviour as a leader. At the end of each chapter, you'll find a series of exercises designed to master each of the rules (e.g. managing your communications, choosing the right channel, being consistent, being empathetic, etc.). This book answers the questions managers may have about each rule and provides case studies on what to do and not do.

Published by Éditions Logiques in 2011.

THE COURAGE TO SPEAK

Transforming 22 difficult conversations into inspirational communications



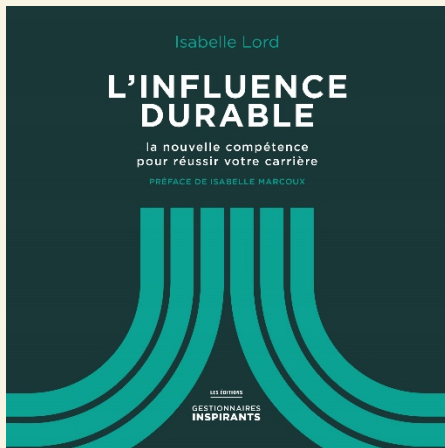
A survival guide on managerial courage

How do you give bad news to employees without demotivating them? Not by doing it on the sly! This book is designed to help managers deliver, with conviction, business decisions they did not choose to make. That's the managerial courage that is expected of them.

Tried, tested and true recommendations on preparing difficult conversations and advice on 22 typical conversations (e.g. how to evaluate an employee who meets expectations but who sees him or herself as exceeding them, how to announce a salary freeze, quash a rumour, welcome an employee back from a long sick leave who is also a friend?). A wealth of information that will give you the courage to discuss difficult things and show your leadership.

SUSTAINABLE INFLUENCE

Demonstrating it is a must



The key to success

More than ever, influence is the key to success in the workplace. Not only does it help you showcase your own talents, but it also allows others, namely your team members, to fully develop their skill sets.

The problem is that we wrongly believe that some individuals are naturally influential whereas others simply aren't. The good news is that this is totally false! You can boost your influence by developing an invaluable skill: sustainable influence.

In this practical guide, Isabelle Lord introduces the six components of sustainable influence in a clear and concise manner. Each component is presented with foolproof tips, testimonials, and expert advice.

Isabelle Lord's profile

Speaker and Coach (PCC)



Isabelle Lord is President of Lord Communication managériale Inc. She is a trainer and professional coach (PCC) for managers who wish to improve their communication skills in management situations. She was previously Senior Director of Organizational Communications at the National Bank of Canada. She is known for her pragmatic approach, knowledge of the business world and her ability to provide positive feedback. She has over 15 years of experience in strategic communication. Isabelle Lord has a

Management degree from McGill University as well as a D.E.S.S. in Human Resources Organization from La Sorbonne (Paris 1).

She is a member of the International Coaching Federation and works as a speaker and trainer for development programs geared to executives and senior administrators at the HEC and also participates in the CIREM (International Center for Research and Studies in Management) program and l'École d'Entrepreneurship de Beauce (EBB) in her capacity as a management communications expert. She has trained more than 60,000 managers since founding her company.

Speaker and bestselling author Isabelle Lord has already published *Inspiring Managers: The 10 Rules for Communicating Leaders* (2011), *The Courage to Speak: Transform 22 Challenging Conversations Into Inspirational Communication* (2014), *The Stuff Leaders Are Made Of: 52 Ways to Improve Your Communication Leadership* (2016) and in 2017 *Sustainable influence: Why It's a Must*, awarded "Coup de Coeur" at the 2018 RH Recognition Gala. A blogger, she also writes on these subjects on the website of the business magazine *Les Affaires*.

If you need our help

DO NOT HESITATE TO CONTACT US

514 316-8944

info@lord-communication.com

www.lord-communication.com

L O R D
COMMUNICATION MANAGÉRIALE