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COMMUNICATION AND WRITING SKILLS | CWS-010

Communication Strategies for Senior Leadership

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Course content

Why Attend

Senior leaders are expected to communicate with clarity, credibility, and influence in increasingly complex business environments. Whether addressing employees, boards, customers, governments, investors, or the media, leaders must deliver messages that inspire confidence, strengthen engagement, and support strategic objectives. This course equips participants with advanced communication strategies, storytelling techniques, audience analysis skills, executive presence, and personal branding tools to maximize leadership impact across diverse communication channels.

Course Methodology

The course combines interactive presentations, executive coaching, leadership simulations, communication workshops, case studies, practical exercises, video-recorded presentations, peer feedback, and AI-assisted communication tools to strengthen executive communication capabilities.

Course Objectives

By the end of this course, participants will be able to:

- Understand the psychology and behavioral principles behind effective executive communication
- Develop compelling leadership messages that influence and inspire diverse audiences
- Apply storytelling and visual communication techniques to strengthen strategic messaging
- Analyze audiences and adapt communication styles across different stakeholder groups
- Deliver presentations confidently across in-person, virtual, and hybrid environments
- Strengthen executive presence, personal brand, and leadership credibility
- Develop a personalized communication strategy aligned with organizational objectives

Target Audience

- C-suite executives
- Directors and senior managers



Course content

Target Audience

- Government and public sector leaders
- Business unit leaders
- Corporate communication professionals
- Public affairs and stakeholder engagement managers
- Executive advisors and consultants
- Senior professionals responsible for organizational communication

Target Competencies

- Executive communication
- Leadership influence
- Strategic storytelling
- Stakeholder engagement
- Executive presence
- Cross-cultural communication
- Personal branding
- Persuasive communication

Course outline

Day 1: Psychology and Emotional Intelligence for Executive Communication

- Understanding the psychological foundations of effective leadership communication
- Applying behavioral science principles to influence decision-making and engagement
- Developing emotional intelligence to strengthen executive communication
- Recognizing cognitive biases that influence audience perception and organizational messaging



Course content

Course outline

• Understanding personality profiles and adapting communication approaches accordingly

• Building strategic communication plans based on psychological and behavioral insights

Day 2: Strategic Messaging, Storytelling, and Visual Communication

• Designing compelling leadership narratives that inspire action and commitment

• Applying storytelling frameworks to strategic business communication

• Creating impactful visual communications using presentations, infographics, and digital media

• Developing engaging written content across multiple communication platforms

• Applying creative thinking techniques to strengthen executive messaging

• Leveraging AI-assisted communication tools to improve content development while maintaining authenticity

• Integrating data, emotion, and storytelling into persuasive leadership messages

Day 3: Audience Intelligence and Strategic Communication Planning

• Applying research techniques to understand stakeholder expectations and communication needs

• Understanding how audiences interpret, evaluate, and respond to executive messages

• Segmenting audiences and developing communication personas for different stakeholder groups

• Utilizing social listening and sentiment analysis to evaluate communication effectiveness

• Adapting messaging strategies based on audience behavior and organizational objectives

• Measuring communication performance through structured feedback and continuous improvement processes

Day 4: Executive Presentation and Cross-Cultural Communication

• Delivering high-impact presentations across executive, public, and media environments

• Strengthening executive presence through effective body language and non-verbal communication

• Communicating effectively across cultures, regions, and international business environments



Course content

Course outline

• Adapting communication styles for local, regional, and global audiences

• Delivering effective messages through virtual, hybrid, and face-to-face communication channels

• Applying negotiation and influence techniques to achieve strategic communication objectives

Day 5: Leadership Presence, Personal Brand, and Communication Excellence

• Building a distinctive executive personal brand that reinforces organizational leadership

• Developing leadership charisma, authenticity, and executive presence

• Applying ethical persuasion techniques to influence stakeholders and drive organizational change

• Analyzing successful leadership communication case studies and lessons learned from communication failures

• Developing and presenting a comprehensive personal leadership communication strategy

• Final executive presentation, personalized feedback, course review, and action planning



Seminar dates

Available seminar dates

Live dates and pricing for Communication Strategies for Senior Leadership generated from the course details page.

Date	Location	Format	Fee
11 - 15 January 2027	Amsterdam - Netherlands	Classroom	**€3,040.-**
8 - 12 February 2027	London - U.K	Classroom	**€3,360.-**
8 - 12 March 2027	Istanbul - Turkey	Classroom	**€2,240.-**
12 - 16 April 2027	Cape Town - South Africa	Classroom	**€3,600.-**
10 - 14 May 2027	Barcelona - Spain	Classroom	**€2,560.-**
14 - 18 June 2027	Paris - France	Classroom	**€3,600.-**
12 - 16 July 2027	Frankfurt - Germany	Classroom	**€2,720.-**
9 - 13 August 2027	Barcelona - Spain	Classroom	**€2,560.-**
13 - 17 September 2027	Amsterdam - Netherlands	Classroom	**€3,360.-**
11 - 15 October 2027	London - U.K	Classroom	**€3,360.-**
8 - 12 November 2027	Istanbul - Turkey	Classroom	**€2,800.-**
13 - 17 December 2027	Vienna - Austria	Classroom	**€3,920.-**

Live online option	Online delivery is available at €1,850.-.