



*Training Course:
Mastering Executive Communication Strategies
for Organizational Success*

*22 September - 3 October 2025
Casablanca (Morocco)
New Hotel*

Training Course: Mastering Executive Communication Strategies for Organizational Success

Training Course code: LS235914 From: 22 September - 3 October 2025 Venue: Casablanca (Morocco) - New Hotel
Training Course Fees: 7000 € Euro

Introduction:

In today's fast-paced business environment, effective communication is a critical skill for executives to influence decision-making, manage teams, and lead organizations toward success. This program, designed by Global Horizon Training Center, focuses on mastering the art of executive communication, equipping leaders with advanced strategies to communicate effectively in any situation. From crisis management to presenting innovative ideas, participants will develop the skills to convey messages clearly and persuasively to a wide range of audiences, internally and externally.

Objectives:

By the end of this program, participants will:

1. Understand the principles of executive communication and its importance for organizational success.
2. Develop skills in clear and impactful verbal and written communication.
3. Master advanced strategies for managing communication during organizational change and crisis.
4. Enhance interpersonal communication skills for building trust and influencing stakeholders.
5. Learn to tailor messages for diverse audiences to drive engagement and alignment.
6. Gain expertise in strategic storytelling to influence decision-making.
7. Use advanced communication techniques to foster innovation and lead teams effectively.

Course Methodology:

The training will use a blended approach combining various learning methods:

- Interactive Workshops: Engaging sessions where participants practice communication strategies.
- Case Studies: Real-life examples and analysis to understand the application of communication in business settings.
- Role Play: Hands-on exercises where participants simulate executive communication scenarios.
- Group Discussions: Collaborative learning to share experiences and strategies.
- Self-assessment Tools: To evaluate personal communication strengths and areas for improvement.

- Feedback and Coaching: Personalized feedback from trainers to refine communication skills.

Organizational Impact:

This program will have a profound impact on the organization by:

1. Improving executive-level communication, enhancing decision-making processes.
2. Strengthening relationships with stakeholders, both internal and external, through better communication.
3. Enabling leaders to handle crisis situations and organizational changes with confidence and clarity.
4. Increasing organizational efficiency by aligning teams through clear, concise, and persuasive communication.
5. Enhancing the ability to drive strategic initiatives and influence key decision-makers.
6. Fostering a culture of openness and trust, contributing to improved employee morale and collaboration.

Target Audience:

This program is designed for:

- Senior Executives and Leaders
- Department Heads and Managers
- Directors and Senior Managers responsible for communication and strategic initiatives
- Leaders who aim to enhance their communication strategies and drive organizational success

Course Outline:

Day 1: Introduction to Executive Communication

- Understanding the role of communication in leadership
- Core principles of executive communication
- Assessing communication styles
- Setting the foundation for effective communication strategies

Day 2: Verbal Communication Excellence

- Mastering the art of persuasive speech
- Techniques for impactful presentations
- How to build credibility and engage your audience
- Speaking with authority and confidence

Day 3: Advanced Written Communication

- Writing clear and concise executive reports
- Crafting persuasive emails and business correspondence
- Adapting tone and style for different audiences
- Avoiding common writing pitfalls

Day 4: Strategic Storytelling

- The power of storytelling in business communication
- Structuring narratives for impact
- Using storytelling to communicate vision, strategy, and change
- Real-life examples and applications

Day 5: Crisis Communication and Change Management

- Handling communication in crisis situations
- Communicating during organizational change
- Managing sensitive issues with stakeholders
- Case study analysis and practical exercises

Day 6: Interpersonal Communication for Leadership

- Building trust through effective one-on-one communication
- Active listening and emotional intelligence in leadership
- Giving and receiving feedback with impact
- Navigating difficult conversations

Day 7: Communicating with Diverse Audiences

- Tailoring your communication to different stakeholders
- Understanding cultural, generational, and professional differences
- Strategies for effective communication with teams, boards, and clients
- Communication strategies for global organizations

Day 8: Non-Verbal Communication for Executives

- Mastering body language and tone of voice
- The impact of non-verbal cues in leadership communication
- Using non-verbal communication to reinforce your message
- Recognizing and interpreting the non-verbal cues of others

Day 9: Building Communication Strategies for Organizational Success

- Aligning communication with organizational goals
- Developing a communication plan for executives
- Using communication to drive business outcomes
- Measuring communication effectiveness

Day 10: Executive Communication in Practice

- Final presentations and feedback
- Developing an individual action plan for improving executive communication
- Group exercises: applying learned skills to real-world business scenarios
- Program wrap-up and feedback session

Registration form on the Training Course: Mastering Executive Communication Strategies for Organizational Success

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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