



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

*19 - 23 July 2027
Casablanca (Morocco)*

Training Course: Mastering Executive Communication Strategies for Organizational Success

Training Course code: LS235544 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 €
Euro

Introduction

Effective communication is a critical skill for executives and leaders who aim to drive organizational success. Mastering communication strategies allows executives to influence, inspire, and lead teams with clarity, fostering an environment of collaboration, trust, and innovation. This training program is designed to equip participants with advanced communication techniques that enhance executive presence, engage stakeholders, and support strategic objectives.

Objectives

- Develop advanced communication techniques for executive leadership
- Improve public speaking and presentation skills for high-impact delivery
- Strengthen interpersonal communication for building strong relationships
- Enhance negotiation and conflict resolution skills for executives
- Apply strategic storytelling to influence and inspire stakeholders
- Understand and manage cross-cultural communication challenges

Target Audience

- Senior executives and C-suite leaders
- Department heads and directors
- High-potential managers preparing for executive roles
- Team leaders who want to refine their strategic communication skills

Outline

Day 1: Foundations of Executive Communication

- The Role of Communication in Executive Leadership
 - Understanding the influence of communication on organizational success
 - Characteristics of effective executive communicators
 - Aligning communication with corporate strategy
- Building Executive Presence Through Communication
 - Non-verbal communication for authority and trust
 - Developing executive tone, clarity, and assertiveness
 - Emotional intelligence in leadership communication

Day 2: Strategic Storytelling and Influence

- The Power of Storytelling for Leaders
 - Crafting compelling narratives to drive change and engagement
 - Using stories to communicate vision, values, and culture
 - Techniques for making stories relatable to different audiences
- Influencing Stakeholders and Building Consensus
 - Identifying and addressing stakeholder concerns through communication
 - Influence without authority: persuading peers and superiors
 - Building alliances through shared goals and collaborative dialogue

Day 3: Executive-Level Presentation Skills

- Presenting to Boards, Investors, and Senior Stakeholders
 - Structuring high-impact presentations for decision-makers
 - Data-driven storytelling and making complex information accessible
 - Managing Q&A sessions with confidence and authority
- Engaging Public Speaking Techniques for Executives
 - Overcoming public speaking anxiety
 - Voice modulation, body language, and pace for engaging delivery

- Techniques for improvisation and staying on message

Day 4: Conflict Resolution and Negotiation

- Executive Negotiation Strategies
 - Negotiation frameworks for executives: interests vs. positions
 - Handling high-stakes negotiations with strategic outcomes
 - Managing difficult conversations with tact and diplomacy
- Resolving Organizational Conflicts
 - Conflict resolution models for leadership
 - Mediating between conflicting parties: a balanced approach
 - Communicating difficult decisions to teams and stakeholders

Day 5: Communication in Cross-Cultural and Remote Environments

- Managing Cross-Cultural Communication in Global Organizations
 - Navigating cultural nuances in executive communication
 - Leading diverse teams with inclusivity and respect
 - Adjusting communication styles for international contexts
- Effective Communication in Remote and Hybrid Teams
 - Leveraging technology for efficient executive communication
 - Maintaining engagement and connection in virtual environments
 - Fostering a culture of open communication across distances

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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