

# € TRAINING

Communicating to Your Senior Management  
and Key Stakeholders





# Communicating to Your Senior Management and Key Stakeholders

## Introduction:

Communication is a critical skill for every manager. Getting your ideas and issues across to the key people who can support you in implementing the strategy is a very tough job, and if you can't communicate your idea or issue properly, it may always be sidelined in your company. This training program helps you frame your ideas and issues in strategic business language so that you can also speak and understand the language of senior managers.

This communication training course combines proven-by-practice methods with new insights and ideas that will grow your skills to communicate with the management. You will gain a wider perspective of business communication through breakout sessions, exercises, and case applications.

## Course Objectives:

At the end of this course the participants will be able to:

- Communicate in a way that senior managers listen to, remember, and are willing to act upon
- Sell your ideas, report your results, raise issues that need to be addressed, ask for support
- Connect what you want to say to the strategic goals of the organization that senior management cares about
- Handle interruptions and tough questions
- Defend your ideas or data without getting defensive
- Move from approval to action
- Improve your profile and credibility

## Targeted Audience:

- All middle and upper-level managers who need to pitch strategies and ideas to executive managers
- Managers who report performance to senior management or other influential stakeholders.

## Course Outlines:

### Unit 1: Senior Management, Strategic Direction, Communicating, and You

- The customer value proposition and how to achieve it as senior management's key concern
- Crafting your message and linking it clearly to the strategic context to get senior management's attention
- Implementation planning is an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each

### Unit 2: Criteria for Successful Communicating

- Different types of messages for different situations
- Including a clear call to action in your communication
- Effective listening for better communication
- Using questions strategically

- Non-verbal communications
- Storytelling

### Unit 3: Presenting your Ideas Persuasively

- Preparing your presentation
- Assessing your audience and the context
- Getting and keeping attention
- Using visual aids, using your voice, using movement for more impact

### Unit 4: Presenting your Ideas Persuasively

- Handling tough questions and interruptions
- Managing meetings
- Leveraging your personal style and strengths

### Unit 5: Finalizing your plan for communicating to senior management

- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.