

€ TRAINING

Communicating to Senior Management and
Key Stakeholders



29 April - 3 May 2024
Casablanca (Morocco)
New Hotel



Communicating to Senior Management and Key Stakeholders

REF: Q1656 DATE: 29 April - 3 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program provides comprehensive instruction on effectively conveying messages to senior executives and important stakeholders. Through theoretical learning and practical exercises, this program equips individuals with the skills needed to influence decision-making, build credibility, and foster productive relationships with key stakeholders.

Program Objectives:

At the end of this program, participants will be able to:

- Communicate effectively to ensure senior managers listen, remember, and are motivated to act upon the information presented.
- Persuasively sell ideas, report results, raise pertinent issues, and request support from senior management.
- Align their communication with the strategic goals of the organization, thereby increasing senior management's engagement and interest.
- Confidently handle interruptions and challenging questions, defend ideas or data without becoming defensive, and facilitate the transition from approval to action.
- Enhance their profile and credibility within the organization through effective communication practices.

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..

Program 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.