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COMMUNICATION AND WRITING SKILLS

# Communication Strategies for Senior Leadership

Course code: CWS-010

## SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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## — Workshop Overview

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.

### Why Attend

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.

### Who Should Attend

C-suite executives  
Directors and senior managers  
Government and public sector leaders  
Business unit leaders  
Corporate communication professionals  
Public affairs and stakeholder engagement managers

## — Learning Objectives

- 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

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## 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
- 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
- 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

## — Upcoming Classroom Dates

| DATE                 | LOCATION                 | FEE    |
|----------------------|--------------------------|--------|
| 11 - 15 January 2027 | Amsterdam - Netherlands  | €1,900 |
| 8 - 12 February 2027 | London - United Kingdom  | €2,100 |
| 8 - 12 March 2027    | Istanbul - Türkiye       | €1,400 |
| 12 - 16 April 2027   | Cape Town - South Africa | €2,250 |
| 10 - 14 May 2027     | Barcelona - Spain        | €1,600 |
| 14 - 18 June 2027    | Paris - France           | €2,250 |
| 12 - 16 July 2027    | Frankfurt - Germany      | €1,700 |
| 9 - 13 August 2027   | Barcelona - Spain        | €1,600 |

## — Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact [info@sparktraining.eu](mailto:info@sparktraining.eu) or +31 85 115 0004.