



Administration and Office Efficiency

Executive Writing and C-Suite Messaging

Course Introduction

The "Executive Writing and C-Suite Messaging" course is designed to equip professionals with the advanced writing skills and communication strategies necessary to effectively convey messages to senior executives and stakeholders. This intensive five-day program covers the nuances of executive communication, focusing on clarity, conciseness, and impact. Participants will learn to craft compelling reports, proposals, and presentations that resonate with C-suite leaders and support strategic decision-making.

Target Audience

- Mid to senior-level managers
- Business professionals who regularly interact with senior executives
- Corporate communication specialists
- Project managers
- Team leaders and supervisors
- Anyone looking to improve their executive writing and communication skills

Learning Objectives

- Understand the principles of executive writing and its importance in business communication.
- Develop skills to write clear, concise, and persuasive messages tailored for senior executives.
- Master the art of structuring and presenting complex information in a straightforward manner.
- Enhance the ability to create impactful executive summaries and reports.

- Learn techniques for effective email communication with the C-suite.
- Improve presentation skills for delivering messages to senior leadership.
- Gain insights into the expectations and preferences of C-suite audiences.
- Build confidence in crafting and delivering strategic messages that drive business objectives.

Course Outline

• 01 Day One

Introduction to Executive Writing

- Welcome and Course Overview
- Importance of Executive Writing
- Understanding Your Audience: C-suite Expectations and Preferences
- Principles of Clear and Concise Writing
- Common Pitfalls in Executive Communication
- Workshop: Analyzing and Improving Writing Samples

• 02 Day Two

Crafting Compelling Messages

- Techniques for Persuasive Writing
- Structuring Information for Maximum Impact
- Writing Executive Summaries
- Workshop: Creating Effective Executive Summaries
- Case Study Analysis: Real-World Examples of Executive Communication
- Peer Review and Feedback

• 03 Day Three

Writing Reports and Proposals

- Components of Effective Business Reports
- Writing Proposals that Get Approved

- Data Presentation: Charts, Graphs, and Visuals
- Workshop: Drafting and Refining Reports
- Best Practices for Data Visualization
- Group Activity: Presenting Findings to Senior Executives

• 04 Day Four

Email Communication and Digital Messaging

- Email Etiquette for Executive Communication
- Writing Effective Subject Lines and Introductions
- Strategies for Ensuring Message Readability
- Workshop: Crafting Professional Emails
- Managing Digital Communication Channels
- Peer Review and Feedback

• 05 Day Five

Presenting to the C-Suite

- Principles of Effective Presentations
- Designing Slide Decks for Executive Audiences
- Verbal and Non-verbal Communication Skills
- Workshop: Delivering Executive Presentations
- Role-Playing and Mock Presentations
- Course Review and Q&A
- Closing Remarks and Certification Ceremony

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4950.00 \$	Austria - Vienna

FROM	TO	DURATION	FEEs	LOCATION
July 7, 2025	July 11, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai