



Management And Leadership

Strategic Communication for Senior Leaders: Enhancing Influence and Driving Results

Course Introduction

In today's dynamic business environment, superior communication skills are essential for effective leadership. This course is designed for Senior Managers who aim to enhance their communication capabilities and leadership influence. Participants will learn to articulate their vision, engage their teams, and navigate complex organizational dynamics, ultimately driving business success.

Target Audience

- Senior Managers
- Executives
- Directors
- Team Leaders

Learning Objectives

- Apply advanced techniques to organize and deliver strategic messages that align with business goals.
- Establish and maintain credibility as leaders within their organizations.
- Influence and persuade stakeholders effectively, even in challenging situations.
- Build consensus and cooperation across departments to drive change initiatives.
- Communicate confidently in various settings, ensuring commitment and engagement from team members.

Course Outline

- **01 Day One**

Strategic Communication for Leadership

- Understanding the Senior Manager's Role in Communication
- Advanced Techniques for Organizing and Delivering Strategic Messages
- Essentials of Impactful Presentations for Executives
- Communicating Organizational Goals and Performance Effectively

- **02 Day Two**

Establishing Leadership Credibility

- Characteristics of an Influential Leader
- Building and Maintaining Credibility in a Complex Environment
- Leveraging Sources of Power Effectively
- Motivating Teams Through Strategic Communication

- **03 Day Three**

Influencing and Persuading

- Understanding and Managing Stakeholder Expectations
- Crafting Persuasive Messages Aligned with Organizational Goals
- Tailoring Communication Styles to Different Audiences
- Communicating During Crises and Delivering Difficult Messages

- **04 Day Four**

Driving Consensus and Cooperation

- Techniques for Ethical Leadership and Managing Dilemmas
- Building Consensus Across Departments and Securing Buy-in
- Strategies for Fostering Inter-Departmental Collaboration
- Communicating Change Initiatives Effectively

- **05 Day Five**

Leading Organizational Communication

- Managing Rumors and Office Politics Strategically
- Understanding Political Behaviors and Responding Effectively
- Choosing the Right Communication Channels for Different Messages
- Articulating the Organization's Vision, Mission, and Values Compellingly

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 13, 2025	April 17, 2025	5 days	4250.00 \$	Qatar - El Doha
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 17, 2025	Nov. 21, 2025	5 days	5950.00 \$	USA - Los Angeles