

# € TRAINING

Communicating to Senior Management and  
Key Stakeholders



25 - 29 November 2024  
Madrid (Spain)



# Communicating to Senior Management and Key Stakeholders

REF: Q1656 DATE: 25 - 29 November 2024 Venue: Madrid (Spain) - Fee: 5300 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:

- 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.

## Unit 2:

### Criteria for Successful Communicating:

- Different types of messages for different situations.
- 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.

## Unit 4:

### Presenting your Ideas Persuasively:

- Handling tough questions and interruptions.
- Managing meetings.

## 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.