

Course : Strategic Communication for Executives

Make decisions, persuade others, and get your teams on board in high-stakes situations

Practical course - 2d - 14h00 - Ref. D1A

Price : 1680 CHF E.T.

NEW

A leader's communication is not merely about conveying information: it serves to provide meaning, embody a vision, and foster buy-in in often complex contexts. This training provides practical methods for structuring high-impact messages, tailoring communication to different stakeholders, and strengthening one's influence during strategic decisions or sensitive situations.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Developing a Strategic Communication Plan Tailored to a Management Challenge
- ✓ Adapt your communication and approach to meet the expectations of various stakeholders
- ✓ Engaging Stakeholders During a Decision, a Transformation, or a Sensitive Situation
- ✓ Implement a strategic communication campaign that fosters buy-in, engagement, and action
- ✓ Prioritize the actions to be implemented and ensure the transfer of knowledge to one's professional environment

Intended audience

Corporate executives, members of the Executive Committee and Management Committee.

Prerequisites

None

PARTICIPANTS

Corporate executives, members of the Executive Committee and Management Committee.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

Practical details

Teaching methods

Self-assessment of one's own practices, group discussion, small-group discussion, exercises, hands-on activities, role-playing, and scenario-based activities. Toolkit: Message House, DESC, AIDA... Method: sharing best practices, feedback...

Course schedule

1 Understanding the Fundamentals of Strategic Communication for Executives

Compétences visées

- Identify the specific characteristics of a leader's strategic communication
- Distinguishing Between Operational, Managerial, and Strategic Communication
- Identify the factors that strengthen strategic communication
- Analyzing the Key Elements of Meaningful Communication
- Identify the errors that undermine a strategic message

Activités pédagogiques

- Identify key factors that influence the impact of strategic communication by senior executives
- Analyze videos of strategic communication situations involving executives. Group debriefing.
- Define Your Priorities and Key Actions

Outils et méthodes

- Videos
- Group Sharing

2 Developing a Strategic Communication Plan

Compétences visées

- Identifying Common Mistakes in Executive Communication
- Define the strategic objective of the message
- Structuring a Message Using the Message House Method
- Tailoring Your Message Through Stakeholder Mapping

Activités pédagogiques

- Identify and analyze your own communication
- Crafting a Simple, Strong, and Consistent Message as a Leader
- Create a Custom Roadmap

Outils et méthodes

- Message House
- Stakeholder Mapping

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Adapting Communication to a Leader's Strategic Situations

Compétences visées

- Building a Sales Pitch Using AIDA (To Persuade)
- Adapting Your Communication in a Context of Uncertainty Using SCARF (Reassure)
- Conducting a Difficult Conversation with DESC (Reframing)
- Creating Meaning Through the Golden Circle (Inspire)
- Make a decision and stand by it in front of stakeholders

Activités pédagogiques

- Based on scenarios, use the AIDA method, the SCARF model, the DESC method, and the Golden Circle
- Commit to concrete and measurable actions

Outils et méthodes

- 5 Leadership Conversations (AIDA, SCARF, DESC, Golden Circle)

4 Presenting and Defending a Strategic Proposal Under Pressure

Compétences visées

- Present a substantive, strategic message to different audiences
- Addressing Objections and Sensitive Questions
- Maintaining a credible stance under pressure
- Receiving and Incorporating Constructive Feedback
- Adjusting Your Communication Based on the Debriefing

Activités pédagogiques

- Prepare and deliver a strategic presentation on a real or fictional project to the group, address objections, and adjust the presentation based on feedback
- Ensuring a Secure Transfer Within Its Environment

Outils et méthodes

- Feedback

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Dates and locations

REMOTE CLASS

2027 : 18 Mar., 14 June, 23 Sep., 9 Dec.

