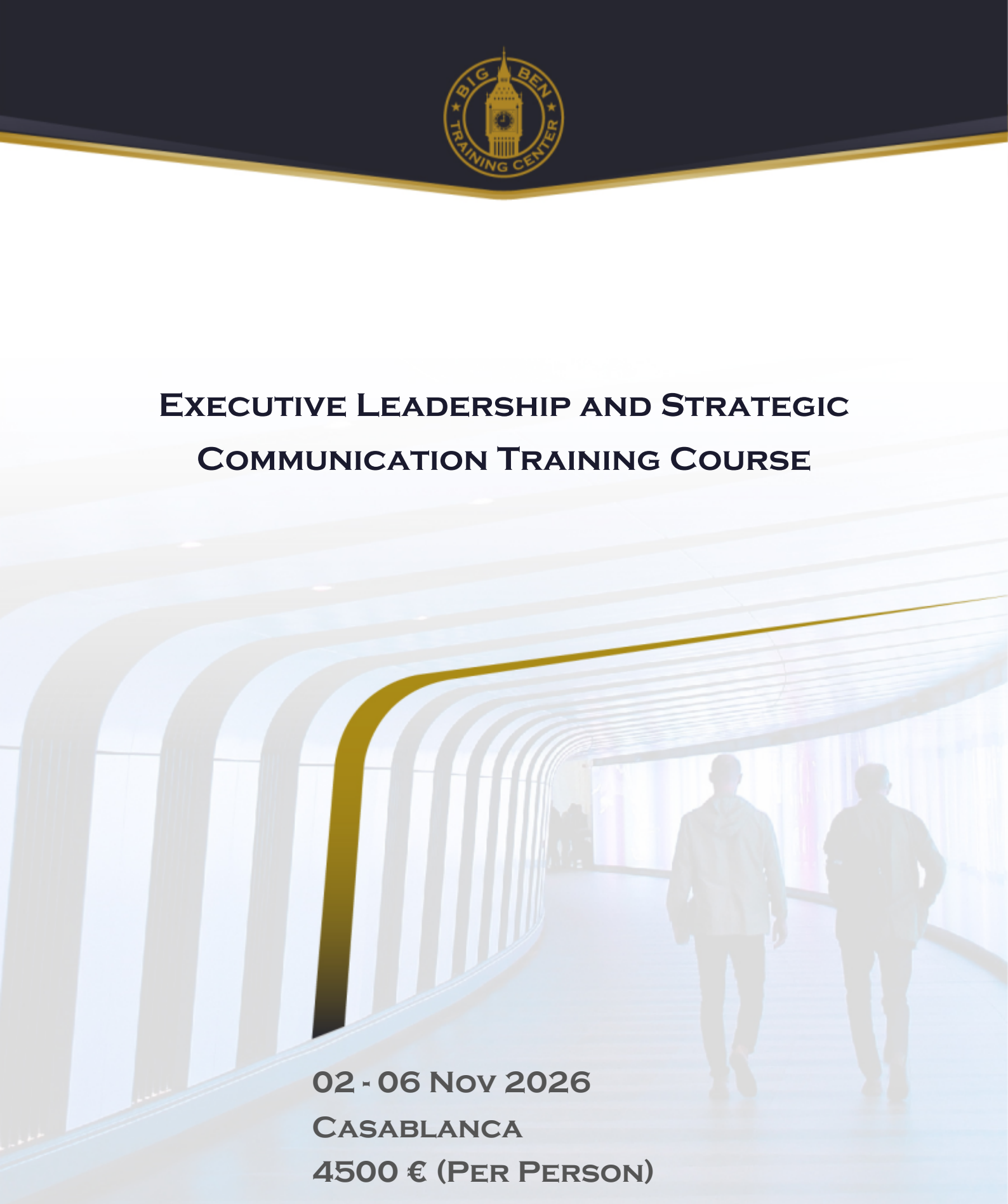
Executive Leadership and Strategic Communication Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CW4268_292429

Course Introduction / Overview:

Effective communication is the cornerstone of influential leadership, distinguishing exceptional executives from the merely competent. This intensive training course is meticulously designed to transform senior leaders' communication from a functional skill into a strategic asset. We delve beyond basic presentation techniques to explore the nuanced art of executive presence, strategic messaging, and stakeholder influence. Drawing on principles from thought leaders like Jay A. Conger, particularly his insights in "The Art of Persuasion," this program emphasizes how to build consensus, drive change, and inspire action through authentic and powerful communication. Participants will learn to navigate complex high-stakes scenarios, from board-level negotiations to crisis management, with confidence and clarity. At BIG BEN Training Center, we provide a dynamic learning environment where leaders can refine their personal communication style, ensuring their vision is not only heard but also embraced across the organization and beyond. This course is an investment in your ability to lead with greater impact and credibility.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, CFOs, COOs, CIOs).
- Vice Presidents and Senior Vice Presidents.
- Directors and Heads of Departments.
- Senior Managers and General Managers.
- Team Leaders aspiring to senior leadership roles.
- Board Members and Committee Chairs.
- Public Sector and Government Senior Officials.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government Agencies and Public Administration.
- Consulting and Professional Services.
- Non-Profit and International Organizations.

Target Organizations Departments:

- Executive Management and Leadership.
- Operations and Supply Chain Management.
- Human Resources and Talent Development.
- Sales and Business Development.
- Marketing and Corporate Communications.
- Finance and a.
- Project and Program Management.
- Legal and Compliance.
- Information Technology.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a powerful and authentic executive presence.
- Craft and deliver strategic messages that resonate with diverse stakeholders.
- Master the art of persuasion and influence in high-stakes negotiations.
- Lead with clarity and confidence during times of crisis or change.
- Utilize storytelling to inspire teams and drive organizational vision.
- Deliver compelling presentations to boards, investors, and the media.
- Provide constructive feedback that fosters growth and performance.
- Enhance interpersonal skills for building trust and rapport.
- Navigate cross-cultural communication challenges in a global environment.
- Leverage digital platforms for effective virtual leadership communication.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep, practical learning and immediate application in the executive environment. We reject passive, lecture-based formats in favor of a highly interactive and experiential approach. The program is built around a blend of expert-led masterclasses, peer-to-peer learning, and personalized coaching. Participants will engage in realistic business simulations and role-playing exercises that mirror the high-stakes communication challenges they face daily. In-depth case study analysis of both successful and failed leadership communication strategies will provide critical insights and actionable lessons. A significant portion of the course is dedicated to video-recorded practice sessions, followed by structured, confidential feedback from both the instructor and a trusted peer group. This creates a safe yet challenging space for participants to experiment with new techniques, refine their personal style, and build lasting confidence. Our focus is on fostering a collaborative community of leaders who can learn from each other's diverse experiences and perspectives.

Course Agenda (Course Units):

Unit One: The Foundations of Executive Presence

- Defining authentic leadership communication.
- The psychology of executive presence and gravitas.
- Aligning verbal and non-verbal signals for maximum impact.
- Developing vocal variety, tone, and pacing for authority.
- Techniques for managing nerves and thinking on your feet.
- Building self-awareness through personal communication style assessment.
- Establishing credibility and trust from the outset.

Unit Two: Strategic Messaging and Influence

- The architecture of a persuasive argument.
- Stakeholder analysis and message customization.
- Crafting a compelling core message and supporting points.
- The art of corporate storytelling to connect and inspire.
- Using data and evidence to support your narrative.
- Framing techniques to shape perception and drive decisions.
- Developing and communicating a clear, compelling vision.

Unit Three: Navigating High-Stakes Communication

- Leading communication during a crisis.
- Mastering media interviews and public-facing statements.
- Advanced negotiation and conflict resolution communication.
- Communicating effectively with the Board of Directors and investors.
- Managing difficult conversations with confidence and empathy.
- Presenting complex information with clarity and precision.
- Facilitating high-impact executive meetings.

Unit Four: Communicating to Lead and Inspire Teams

- The leader's role in shaping organizational communication culture.
- Delivering motivational messages that boost morale and engagement.
- Mastering the art of giving and receiving constructive feedback.
- Communicating organizational change effectively to minimize resistance.
- Coaching and mentoring through powerful questioning techniques.
- Leading effective town halls and all-hands meetings.
- Recognizing and rewarding contributions through public and private praise.

Unit Five: The Modern Leader's Communication Toolkit

- Mastering virtual presence and engagement on digital platforms.
- Strategies for leading and communicating with remote and hybrid teams.
- Navigating cross-cultural communication nuances in a global context.
- Building and managing your professional brand and online reputation.
- The art of concise communication for the executive audience.
- Developing a personal communication action plan for continuous improvement.
- Final presentations and peer-to-peer capstone feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does a leader's communication style need to evolve when transitioning from managing a team to leading an entire organization?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the superficial techniques of public speaking to cultivate the deep, strategic communication capabilities essential for executive leadership. Unlike programs that offer a one-size-fits-all approach, we focus on developing each participant's authentic communication style, recognizing that true influence stems from credibility and genuineness. The curriculum is uniquely structured around real-world, high-stakes scenarios relevant to senior leaders, from board-level negotiations to crisis management and leading large-scale change. A core feature is the emphasis on peer-level learning within a cohort of experienced executives, creating a powerful network for sharing insights and challenges. Furthermore, the integration of personalized feedback through recorded sessions provides a rare opportunity for self-reflection and targeted improvement. We concentrate on the psychology of influence and the art of strategic narrative, equipping leaders not just with what to say, but with a profound understanding of how to shape perception, build consensus, and inspire action in complex organizational environments.