Strategic Boardroom Communication and Executive Presence Training Course

28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #CW8022_179517

Course Introduction / Overview:

In today's competitive corporate landscape, technical expertise alone is insufficient for ascending to and succeeding in the highest echelons of leadership. The ability to communicate with clarity, confidence, and influence within the boardroom is the defining characteristic of impactful executives. This course is meticulously designed to transform senior professionals into masterful communicators who command respect and drive decisions. Drawing on foundational concepts from authorities like Sylvia Ann Hewlett, author of "Executive Presence: The Missing Link Between Merit and Success," we explore the critical pillars of leadership communication. This program, offered by BIG BEN Training Center, moves beyond standard presentation skills to delve into the nuanced dynamics of board-level interaction, strategic messaging, and the cultivation of authentic gravitas. Participants will learn to navigate complex stakeholder relationships, articulate compelling visions, and project an unshakable executive presence. This is not merely a course on public speaking; it is a comprehensive journey into the art and science of strategic influence, equipping leaders with the tools to inspire confidence, manage dissent, and steer their organizations toward success from the most critical room in the building.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and other C-suite executives.
- Current and aspiring members of the Board of Directors.
- Vice Presidents and Senior Vice Presidents.
- Heads of departments and business units.
- Senior managers and directors on a leadership track.
- High-potential employees being groomed for executive roles.
- Entrepreneurs and founders who regularly present to investors and boards.

Target Sectors and Industries:

- Banking and Financial Services.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Governmental bodies and public sector organizations.
- Non-profit and non-governmental organizations.

Target Organizations Departments:

- Executive Leadership and the CEO's Office.
- Strategy and Corporate Development.
- Finance and Investor Relations.
- Legal and Corporate Governance.
- Human Resources and Talent Management.
- Marketing and Corporate Communications.
- Operations and a wide range of business units.

Course Offerings:

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

- Develop and project authentic executive presence and gravitas.
- Articulate complex strategic ideas with clarity and conviction to board members.
- Master non-verbal communication to enhance credibility and influence.
- Navigate challenging board dynamics and handle difficult questions with poise.
- Structure and deliver persuasive, high-impact presentations for senior stakeholders.
- Build and maintain trust with board members through strategic communication.
- Effectively communicate during times of crisis or significant organizational change.
- Provide constructive feedback and foster a culture of open dialogue in the boardroom.

Course Methodology:

The training methodology for this course is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the theory but also apply it in realistic scenarios. BIG BEN Training Center believes in experiential learning, where skills are honed through practice and feedback. The program incorporates a blend of expert-led instruction, in-depth case study analysis of real-world boardroom successes and failures, and dynamic group discussions. A significant portion of the course is dedicated to hands-on simulations, including mock board presentations and crisis communication role-playing exercises. These sessions are often video-recorded for confidential, one-on-one coaching and constructive peer feedback, allowing participants to see themselves as others do and identify specific areas for improvement. We utilize self-assessment tools to help participants understand their current communication style and presence. The learning environment is collaborative and confidential, encouraging participants to share challenges and learn from the diverse experiences of their peers under the guidance of our seasoned facilitators.

Course Agenda (Course Units):

Unit One: Foundations of Executive Presence and Boardroom Dynamics

- Defining executive presence and its core components.
- The three pillars: Gravitas, Communication, and Appearance.
- Conducting a personal executive presence audit.
- Understanding the modern boardroom's structure and expectations.
- Decoding the unwritten rules and etiquette of board meetings.
- Identifying key stakeholders and their communication preferences.
- Aligning your communication style with corporate governance principles.

Unit Two: Crafting and Delivering High-Impact Strategic Messages

- Structuring a compelling narrative for a board-level audience.
- Translating complex data and financials into clear, strategic insights.
- The art of the executive summary: brevity and impact.
- Developing persuasive arguments backed by solid evidence.
- Techniques for opening and closing presentations with authority.
- Tailoring your message for different board committees (Audit, Compensation, etc.).
- Using storytelling to make your strategic vision memorable and relatable.

Unit Three: Mastering Vocal and Non-Verbal Communication

- Projecting confidence and authority through body language.
- The strategic use of posture, gestures, and eye contact.
- Harnessing the power of your voice: tone, pace, and volume.
- Techniques for managing nerves and speaking anxiety.
- Reading the room: interpreting the non-verbal cues of board members.
- Maintaining composure and presence under pressure.
- Aligning your verbal and non-verbal signals for maximum credibility.

Unit Four: Navigating Difficult Conversations and Influencing Decisions

- Strategies for handling challenging questions and pushback.
- Techniques for building consensus and managing dissent.
- How to disagree respectfully with senior leaders and board members.
- The psychology of persuasion and influence in a group setting.
- Facilitating productive debate and guiding conversations to a decision.
- Communicating bad news or poor results with transparency and accountability.
- Building alliances and fostering trust with influential board members.

Unit Five: Advanced Scenarios and Personal Action Planning

- Leading crisis communication from within the boardroom.
- Presenting during mergers, acquisitions, and major transformations.
- Simulated board presentation with peer and facilitator feedback.
- Developing your personal brand as a trusted advisor to the board.
- Creating a 90-day action plan for enhancing your executive presence.
- Strategies for seeking and effectively utilizing feedback on your communication.
- Sustaining your development and mentoring others in strategic communication.

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 can an executive authentically cultivate gravitas without appearing arrogant or unapproachable in the boardroom?

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

This course distinguishes itself by moving beyond the superficial aspects of presentation skills to address the core psychology of influence and authority in high-stakes environments. While other programs may focus on slide design or public speaking techniques, we concentrate on cultivating an authentic executive presence that is rooted in self-awareness and strategic acumen. Our curriculum is uniquely structured around the specific context of the boardroom, addressing the nuanced dynamics, political sensitivities, and communication protocols inherent to this exclusive setting. We emphasize real-world application through sophisticated, video-recorded simulations that mirror the pressures of actual board meetings, providing a safe space for participants to experiment and receive personalized, actionable feedback. The program also integrates principles of corporate governance and stakeholder management, ensuring that the communication skills developed are not only persuasive but also responsible and aligned with organizational objectives. The focus is less on a one-size-fits-all formula and more on helping each leader find and refine their own powerful and credible voice, enabling them to build trust and drive meaningful change at the highest level.