Executive Leadership Communication and Storytelling Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CW8354_258002

Course Introduction / Overview:

In today's complex business environment, effective leadership is synonymous with influential communication. This course moves beyond traditional public speaking techniques to explore the art and science of strategic storytelling as a core leadership competency. It is designed to transform how leaders connect, persuade, and inspire action. Drawing upon principles from narrative psychology and communication theory, as explored by experts like Nancy Duarte in her book "Resonate", this program equips participants with the tools to craft and deliver compelling narratives that drive organizational change, build culture, and align teams with a shared vision. Participants will learn to translate complex data and abstract strategies into memorable stories that resonate on an emotional level with stakeholders. At BIG BEN Training Center, we believe that a leader's most powerful tool is their story, and this course provides a structured framework for discovering, developing, and deploying that tool with authenticity and impact. This is not just about telling stories; it is about leading through them, creating a legacy of clear, motivational, and strategic communication that elevates both personal and organizational success.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Vice Presidents (VPs) and Directors.
- Senior and Mid-Level Managers.
- Team Leaders and Project Managers.
- Heads of Departments.
- Entrepreneurs and Business Owners.
- Public Relations and Corporate Communications Professionals.
- Human Resources and Talent Development Leaders.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Governmental and Public Sector Organizations.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Human Resources and Learning & Development.
- Marketing and Corporate Communications.
- Sales and Business Development.
- Strategy and Corporate Planning.
- Operations Management.
- Project Management Office (PMO).
- Public Relations and Investor Relations.

Course Offerings:

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

- Develop a core leadership narrative that reflects personal values and organizational vision.
- Master the fundamental structures of compelling storytelling for business contexts.
- Translate complex data and strategic plans into clear and persuasive stories.
- Enhance executive presence through advanced vocal and non-verbal communication techniques.
- Apply storytelling to lead through change, inspire innovation, and build a resilient culture.
- Communicate with greater influence and impact in high-stakes presentations and meetings.
- Adapt communication styles to effectively engage diverse audiences and stakeholders.
- Utilize narrative techniques to provide constructive feedback and coach team members.
- Craft and deliver memorable messages that drive action and alignment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and immediately applicable to the participant's professional context. This course eschews a purely lecture-based format in favor of a dynamic learning environment that fosters practical skill development. A significant portion of the training will be dedicated to hands-on workshops where participants will craft their own leadership stories and receive personalized, constructive feedback from both the instructor and their peers. We will utilize video recording and playback analysis to help participants refine their delivery and enhance their executive presence. The curriculum incorporates in-depth case studies of influential leaders and their communication strategies, allowing for critical analysis and discussion. Group exercises, role-playing scenarios, and interactive brainstorming sessions are central to the learning process, ensuring that theoretical concepts are translated into tangible skills. Our approach focuses on building confidence through practice, creating a safe and supportive space for leaders to experiment with their communication style and emerge with a powerful and authentic narrative toolkit.

Course Agenda (Course Units):

Unit One: The Foundation of Leadership Through Narrative

- The Neuroscience of Storytelling and Influence.
- Differentiating Leadership Communication from Management Reporting.
- Defining Your Authentic Leadership Voice and Core Message.
- The Role of Vulnerability and Authenticity in Executive Storytelling.
- Analyzing Great Leaders as Storytellers: Case Studies.
- Mapping Your Audience: Understanding Motivations and Perspectives.
- Frameworks for Ethical Persuasion and Responsible Influence.

Unit Two: Crafting Your Strategic Story

- The Anatomy of a Compelling Narrative: The Hero's Journey in Business.
- Identifying and Sourcing Powerful Stories from Personal and Organizational Experience.
- Structuring Your Message for Maximum Clarity and Retention.
- Integrating Data and Logic into an Emotional Narrative.
- Developing a "Story Bank" for Various Leadership Scenarios.
- The Art of the Opening: Hooking Your Audience in the First 60 Seconds.
- Crafting a Powerful Call to Action that Inspires Movement.

Unit Three: Mastering Delivery and Executive Presence

- The Power of Non-Verbal Communication: Body Language and Gestures.
- Vocal Dynamics: Using Pace, Pitch, and Pauses for Impact.
- Techniques for Managing Nerves and Building Confidence.
- Creating Connection and Rapport with Any Audience.
- Mastering the Q&A Session with Poise and Authority.
- Virtual Presence: Adapting Storytelling for Digital Platforms.
- The Principles of Visual Storytelling and Presentation Design.

Unit Four: Applying Storytelling in Key Leadership Contexts

- Communicating Vision and Inspiring a Shared Purpose.
- Leading Through Change and Uncertainty with Narrative.
- Using Stories for Coaching, Mentoring, and Performance Feedback.
- Building and Reinforcing Organizational Culture Through Story.
- Data Storytelling: Transforming Spreadsheets into Strategy.
- Narrative Techniques for Negotiation and Conflict Resolution.
- Crafting Compelling Narratives for Stakeholder and Board Presentations.

Unit Five: Advanced Storytelling and Lasting Impact

- Crisis Communication: Shaping the Narrative in High-Stakes Situations.
- Storytelling for Media Interviews and Public Appearances.
- Building Your Personal Leadership Brand Story.
- Creating a Culture of Storytelling Within Your Team and Organization.
- Advanced Impromptu Speaking and Thinking on Your Feet.
- Developing a Personal Action Plan for Continuous Improvement.
- Final Presentations: Delivering Your Signature Leadership Story.

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 a leader's personal story be authentically woven into a corporate narrative without appearing self-serving?

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

This course distinguishes itself by focusing on the strategic integration of storytelling into the very fabric of leadership, rather than treating it as a standalone presentation skill. While other programs may teach the mechanics of public speaking, we delve into the psychology of influence and the neuroscience behind why stories are the most effective vehicle for human connection and persuasion. Our curriculum is uniquely structured to help leaders unearth their own authentic stories and align them with their organization's strategic objectives, ensuring that every communication is both genuine and purposeful. We move beyond generic templates, providing personalized coaching and feedback in a workshop-style environment that fosters real transformation. The emphasis is on practical application in complex leadership scenarios from change management and crisis communication to data-driven decision-making. Participants will not just learn how to tell a good story; they will master the art of leading through narrative, equipping them with a timeless and powerful tool to inspire teams, influence stakeholders, and drive meaningful results in any business context.