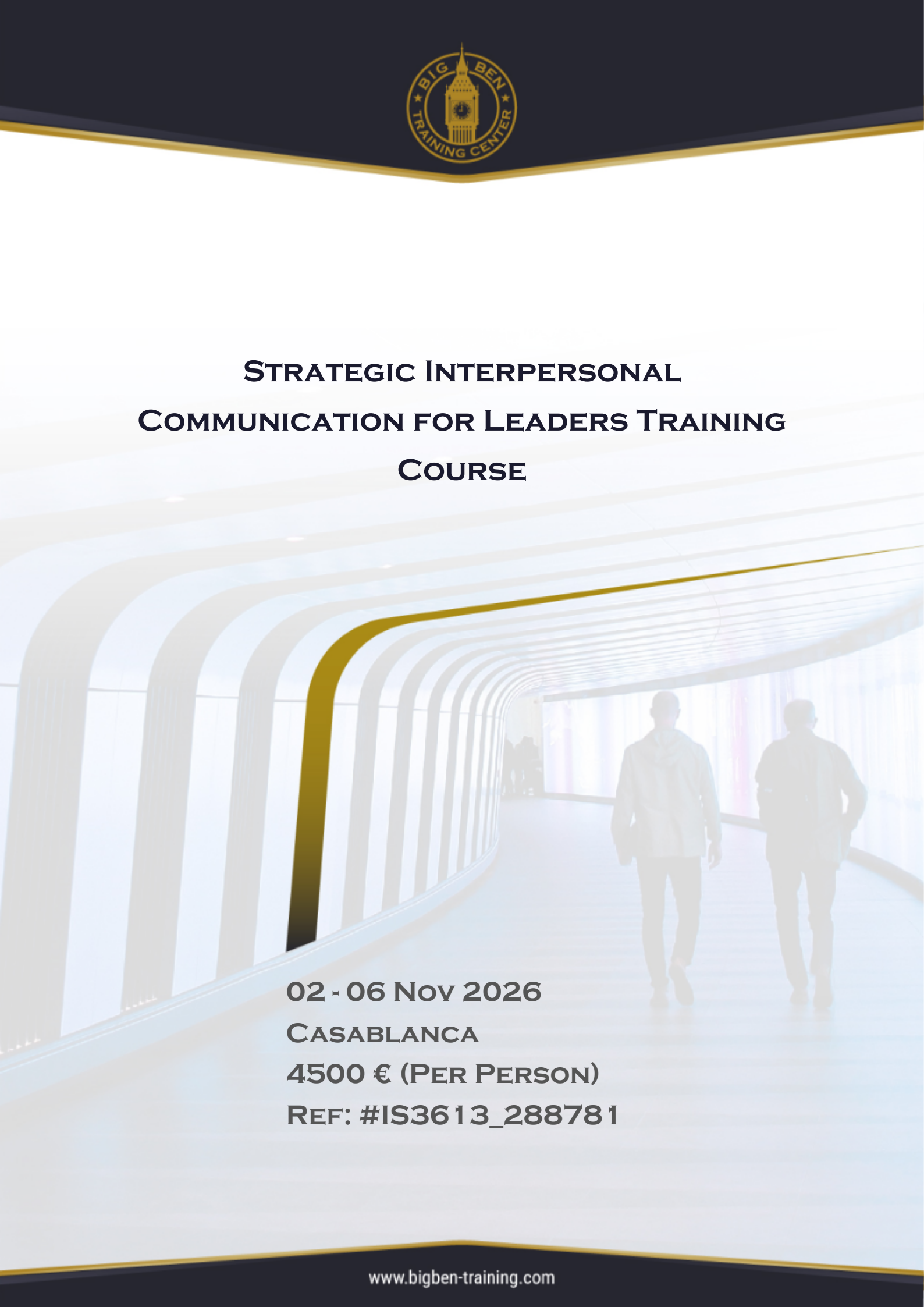
Strategic Interpersonal Communication for Leaders Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IS3613_288781

Course Introduction / Overview:

In today's complex corporate landscape, effective communication is no longer a soft skill but a critical strategic asset for senior leadership. This training course moves beyond foundational principles to explore the nuanced art and science of executive communication. It is designed to equip leaders with the advanced interpersonal skills necessary to inspire teams, influence stakeholders, and navigate high-stakes situations with confidence and poise. Drawing on principles from thought leaders like Daniel Goleman and his seminal work on emotional intelligence, the curriculum delves into the psychological underpinnings of persuasion, conflict resolution, and building trust. Participants will learn to master the subtleties of nonverbal cues, strategic storytelling, and corporate diplomacy. This program, offered by BIG BEN Training Center, is an immersive experience that transforms how leaders connect, engage, and drive organizational success, ensuring their communication is as powerful as their vision. The insights are grounded in established frameworks, similar to those discussed in the book "Crucial Conversations: Tools for Talking When Stakes Are High", providing practical tools for immediate application in the executive environment.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and other C-Suite executives.
- Vice Presidents (VPs) and Senior Vice Presidents (SVPs).
- Directors and Senior Department Heads.
- Experienced Senior Managers preparing for executive roles.
- Board Members and Chairpersons.
- Team Leaders responsible for strategic initiatives.
- Public sector leaders and senior government officials.

Target Sectors and Industries:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Government agencies and public sector organizations.
- Energy and Utilities.
- Telecommunications.

Target Organizations Departments:

- Executive Management and Leadership Teams.
- Human Resources and Talent Development.
- Strategy and Corporate Planning.
- Operations and Supply Chain Management.
- Sales and Business Development.
- Marketing and Corporate Communications.
- Legal and Compliance Departments.
- Project Management Offices (PMO).

Course Offerings:

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

- Develop a powerful and authentic leadership communication style.
- Master advanced techniques for influential communication and persuasion.
- Apply high-level emotional intelligence to navigate complex interpersonal dynamics.
- Lead crucial conversations with confidence and strategic clarity.
- Enhance executive presence through masterful nonverbal communication.
- Utilize strategic storytelling to communicate vision and inspire action.
- Effectively manage conflict and mediate disputes at a senior level.
- Deliver compelling presentations to diverse audiences, including boards and investors.
- Build and maintain trust with key internal and external stakeholders.
- Adapt communication strategies for cross-cultural and virtual environments.
- Provide constructive feedback that fosters growth and performance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for deep learning and practical application, ensuring that senior leaders can immediately implement new skills. This course utilizes a blended approach that is highly interactive and experiential. The learning journey is built around real-world executive case studies, allowing participants to analyze and solve complex communication challenges relevant to their roles. Interactive sessions, facilitated discussions, and peer-to-peer feedback create a dynamic environment for sharing insights and experiences. A significant portion of the program is dedicated to role-playing high-stakes scenarios, such as managing difficult conversations, negotiating with key partners, and delivering crisis communications. These simulations provide a safe space to practice and refine techniques with personalized coaching from our expert facilitators. We emphasize self-reflection and the development of a personal communication action plan, empowering each leader to integrate the course learnings into their unique leadership context. The focus is on transformational learning rather than passive listening, ensuring a lasting impact on leadership effectiveness.

Course Agenda (Course Units):

Unit One: The Foundations of Executive Communication

- The psychology of leadership communication.
- Assessing your current communication style and impact.
- Advanced emotional intelligence for strategic relationship building.
- The role of authenticity and vulnerability in leadership.
- Mapping stakeholder communication needs and expectations.
- Principles of mindful and empathetic listening.
- Establishing a framework for a personal communication strategy.

Unit Two: The Art of Influence and Persuasion

- Advanced principles of persuasion beyond the basics.
- Strategic storytelling to convey vision and drive change.
- Framing messages for maximum impact and buy-in.
- Neuro-linguistic programming (NLP) techniques for leaders.
- Building strategic alliances through effective communication.
- The language of influence in the boardroom and negotiations.
- Ethical considerations in persuasive communication.

Unit Three: Navigating High-Stakes and Difficult Conversations

- A structured approach to managing crucial conversations.
- Advanced conflict resolution and mediation techniques.
- Giving and receiving feedback at the executive level.
- Communicating effectively during times of crisis and uncertainty.
- Managing resistance and navigating organizational politics.
- Delivering difficult news with empathy and clarity.
- Techniques for de-escalating tense situations.

Unit Four: Cultivating Executive Presence and Brand

- Mastering nonverbal communication and body language.
- Developing a powerful and authentic public speaking style.
- Projecting confidence and credibility in any setting.
- Crafting and communicating your personal leadership brand.
- Leading and facilitating highly effective meetings.
- Media training essentials for senior executives.
- Communicating with boards of directors and investors.

Unit Five: Strategic Communication in a Modern Context

- Leading and communicating effectively with virtual and hybrid teams.
- Mastering cross-cultural communication nuances.
- Leveraging digital platforms for executive communication.
- Coaching and mentoring as a communication tool.
- Building a culture of open communication within the organization.
- Integrating all skills into a cohesive leadership communication playbook.
- Creating a personal action plan for continuous improvement.

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 authentic communication style evolve when navigating the conflicting demands of transparency and corporate diplomacy?

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

This course distinguishes itself by moving beyond standard communication training to address the specific, high-stakes realities faced by senior executives. Unlike programs that offer generic tips, this curriculum is built on a foundation of strategic and psychological principles tailored for leadership. We focus not just on what to say, but on how to think strategically about every interaction, from a one-on-one feedback session to a company-wide address. The emphasis is on cultivating a deep sense of situational awareness and emotional intelligence, enabling leaders to adapt their approach with precision and authenticity. A key differentiator is our focus on "corporate diplomacy"—the nuanced skill of navigating complex stakeholder relationships, internal politics, and sensitive negotiations with grace and strategic foresight. The content is enriched with advanced concepts like neuro-linguistic programming applications for leadership and strategic storytelling, providing tools to inspire and influence rather than just inform. Participants leave not with a list of rules, but with a sophisticated mental model for communication that enhances their executive presence and amplifies their overall leadership impact.