



SS200: Mastering Executive Communication: High-Impact Presentations & Executive Speech

Training Description:

In today's highly competitive business environment, executives are expected to communicate with confidence, influence stakeholders, inspire teams and represent their organizations professionally. Whether delivering strategic presentations, speaking at conferences, addressing senior management, or communicating organizational change, exceptional executive communication skills are essential.

This intensive training program equips participants with advanced presentation and executive speaking techniques that enhance credibility, executive presence, persuasion, storytelling, audience engagement, and confidence. Participants will develop practical skills through continuous practice, personalized coaching and recorded presentation sessions that significantly improve their public speaking effectiveness.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Develop executive presence and communicate with confidence
- ✓ Structure impactful business presentations for senior audiences
- ✓ Deliver persuasive speeches that influence decision-makers
- ✓ Apply storytelling techniques to strengthen executive messages
- ✓ Improve verbal and non-verbal communication skills
- ✓ Handle difficult questions professionally and confidently
- ✓ Reduce presentation anxiety and build speaking confidence
- ✓ Engage audiences using advanced presentation techniques
- ✓ Present complex information clearly and concisely
- ✓ Deliver keynote speeches, board presentations and executive briefings effectively

Training Designed for:

This training course is intended for Executives Senior Managers, Department Heads, Directors, Team Leaders, Project Managers, Business Development Managers, HR Leaders, Sales and Marketing Managers, Government Officials, Corporate Spokespersons and Professionals who regularly deliver presentations to clients, senior management, or large audiences.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

BUILDING EXECUTIVE PRESENCE AND PRESENTATION FOUNDATIONS

❖ **Module 1: The Executive Communicator**

- Understanding Executive Communication
- Characteristics of exceptional executive communicators

- Communication expectations of senior leaders
- Executive credibility and professional image
- Communicating with authority and authenticity
- Building executive confidence
- ❖ **Executive Presence**
 - Leadership communication styles
 - Voice projection and executive tone
 - Professional appearance and body language
 - Confidence under pressure
 - Developing personal executive presence
- ❖ **Module 2: Planning Powerful Business Presentations**
- ❖ **Understanding Your Audience**
 - Executive audience analysis
 - Stakeholder expectations
 - Defining presentation objectives
 - Tailoring messages for different audiences
 - Identifying audience concerns
- ❖ **Structuring High-Impact Presentations**
 - Executive presentation framework
 - Opening with impact
 - Organizing ideas logically
 - Delivering persuasive conclusions
 - Strong calls to action
- ❖ **Module 3: Developing Clear Executive Messages**
 - Simplifying complex information
 - Speaking with clarity and precision
 - Eliminating unnecessary details
 - Delivering concise executive briefings
 - Communicating strategic messages
- ❖ **Practical Workshop**
 - Participants prepare a 5-minute executive presentation and receive individual coaching

ADVANCED PRESENTATION AND EXECUTIVE SPEECH TECHNIQUES

- ❖ **Module 4: Persuasive Executive Speaking**
- ❖ **Influencing Through Communication**
 - Principles of persuasion
 - Building trust and credibility
 - Communicating with confidence
 - Executive language choices
 - Framing business messages
- ❖ **Storytelling for Executives**
 - Why leaders use storytelling
 - Building memorable stories
 - Emotional connection
 - Using business success stories

- Storytelling during change management
- ❖ **Module 5: Mastering Delivery Skills**
- ❖ **Voice and Vocal Impact**
 - Voice control
 - Pace and rhythm
 - Tone variation
 - Pausing effectively
 - Eliminating filler words
- ❖ **Body Language**
 - Executive posture
 - Eye contact techniques
 - Purposeful gestures
 - Facial expressions
 - Stage movement
- ❖ **Module 6: Designing Executive Presentations**
- ❖ **Professional Presentation Design**
 - Executive slide design principles
 - Simplifying data
 - Presenting charts and graphs
 - Visual storytelling
 - Avoiding common presentation mistakes
- ❖ **Practical Workshop**
 - Participants deliver an 8-minute business presentation with video recording and coaching

EXECUTIVE INFLUENCE, DIFFICULT SITUATIONS AND SPEECH MASTERY

- ❖ **Module 7: Executive Speech Delivery**
- ❖ **Delivering Different Types of Executive Speeches**
 - Board presentations
 - Strategic briefings
 - Town hall meetings
 - Conference presentations
 - Award speeches
 - Opening and closing remarks
 - Media and public addresses
- ❖ **Module 8: Handling Questions and Challenging Audiences**
- ❖ **Managing Q&A Sessions**
 - Responding confidently
 - Managing difficult questions
 - Thinking under pressure
 - Handling objections
 - Managing interruptions
 - Staying composed
- ❖ **Module 9: Influencing Through Communication**
- ❖ **Executive Persuasion Skills**
 - Motivating teams

- Communicating organizational change
- Presenting recommendations
- Selling ideas to executives
- Negotiating through presentations
- ❖ **Module 10: Personal Executive Communication Improvement Plan**
 - Identifying strengths and development areas
 - Building continuous improvement habits
 - Executive speaking practice plan
 - Personal action planning
 - Creating an executive communication roadmap
- ❖ **Executive Presentation**
Each participant delivers a 10–12-minute executive presentation based on a realistic business scenario, followed by:
 - Professional facilitator feedback
 - Peer evaluation
 - Video review and coaching
 - Individual improvement recommendations
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

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|---------------|----------------------------|
| 07:45 - 08:00 | Morning Coffee / Tea |
| 08:00 - 10:00 | First Session |
| 10:00 - 10:20 | Recess (Coffee/Tea/Snacks) |
| 10:20 - 12:20 | Second Session |

12:20 - 13:00 Recess (Prayer Break & Lunch)
13:00 - 14:00 Last Session

For training registrations or in-house enquiries, please contact:

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