Executive Strategy Program Training Course

23 – 27 August 2027
Amsterdam (Netherlands)

UK Traininig
PARTNER



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Ref: 102_363740 **Date:** 23 – 27 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction:

Over 1 week, you develop executive strategy and communication skills for influencing decisions and selling strategic ideas to boards, executive committees and senior decision-makers. You build and take back an executive communication strategy for one real proposal, with a structured storyline, stakeholder influence map, objection handling matrix, board-level presentation and approval pathway. You need experience of leading a function, team or initiative and presenting recommendations to senior people; no formal training in strategy is required. You practise through executive simulations, presenting and defending proposals to simulated committees and boards that question you as real decision-makers do.

Course Objectives:

- Structure a strategic idea from your own area into an answer-first storyline with the Pyramid Principle and a message house.
- Draft a persuasive case for one of your initiatives using Cialdini's principles, ethos, logos and pathos, and an executive story arc.
- Map the stakeholders behind your proposal on a power-interest grid and plan how you influence each one without formal authority.
- Build a board-level presentation that sets out the financial and non-financial implications of your recommendation with data and evidence.
- Test your answers to hard questions, criticism and objections with an objection handling matrix and bridging techniques.
- Present your executive communication strategy and approval pathway for a real proposal to a simulated executive committee.

Target Audience:

- You lead a function, division or business unit and take proposals to the board or executive committee.
- You direct strategy, planning or transformation work and need senior leaders to approve and fund your recommendations.
- You develop business cases, investments or partnerships in business development and must win support from decision-makers.
- You sit on, or report to, an executive team and want to influence peers and board members with more authority.
- You manage senior stakeholders across functions and need their alignment without formal power over them.



Course Outline:

Day 1: Strategic Thinking and Executive Communication

- Linking Strategic Thinking to Executive Communication and Leadership Roles
- Structuring Strategic Ideas for Senior Discussions with the Pyramid Principle
- Communicating Vision, Priorities and Objectives Through a Message House
- Translating Complex Concepts into Clear Messages with Audience-Outcome Mapping
- Build: Structured Strategic Idea Presented to Senior Management

Day 2: Persuasive Communication and Selling Strategic Ideas

- Applying Persuasion Psychology to Executive Decisions with Cialdini's Principles
- Selling Ideas with Evidence-Based Arguments Using Ethos, Logos and Pathos
- Framing Value Propositions and Benefits Through Executive Storytelling Arcs
- Overcoming Senior Decision-Maker Objections with an Objection Handling Matrix
- Build: Strategic Proposal Defended Before a Simulated Executive Committee

Day 3: Executive Influence and Stakeholder Engagement

- Mapping Key Stakeholder Interests and Priorities on a Power-Interest Grid
- Building Credibility and Influence Without Authority Using the Trust Equation
- Adapting Your Style to Decision Preferences and Managing Resistance
- Preparing Difficult Executive Conversations with a Negotiation Planning Sheet
- Build: Stakeholder Influence and Alignment Strategy for a Proposed Initiative

Day 4: Boardroom Communication and High-Impact Executive Presentations

- Structuring Board and C-Suite Presentations with Answer-First SCQA Storylines
- Presenting Financial and Non-Financial Implications with Data and Evidence
- Projecting Executive Presence Through Verbal and Non-Verbal Communication
- Handling Challenging Questions, Criticism and Pressure with Bridging Techniques
- Build: Board-Level Presentation with Responses to Challenging Questions

Day 5: Securing Executive Buy-In and Turning Ideas into Action

- Mapping the Approval Pathway with a Decision Gate Checklist
- Building Consensus with a Value, Feasibility and Impact Scorecard
- Negotiating Final Objections and Commitment in a Simulated Approval Meeting
- Drafting Your Executive Communication Strategy and Stakeholder Alignment Plan
- Build: Real Strategic Proposal Taken from Idea to Executive Approval



Skills You Will Gain:

- Pyramid Principle Storylining
- Message House Design
- Persuasion Psychology
- Executive Storytelling
- Power-Interest Stakeholder Mapping
- Trust Equation Credibility Building
- Boardroom Data Storytelling
- Objection Handling and Bridging

Why Attend This Course:

- Rehearse your own proposal in front of a simulated executive committee before you face the real one.
- Turn a dense report into an answer-first storyline you can reuse in your next board paper.
- Leave with an executive communication strategy for a real proposal, ready to take to your sponsor.
- Practise staying composed under hard questioning so you keep your authority when the board pushes back.

Conclusion:

In your first week back, open your executive communication strategy and replace the simulation details with the latest facts, figures and names behind your proposal. Then take the storyline and stakeholder map to your sponsor or line executive, and agree whom you meet first and which objections to settle before the formal meeting. After you present to the decision-makers, check which arguments moved them, which questions caught you out and where support stalled, then update your objection matrix and approval pathway before your next proposal.

Frequently Asked Questions FAQ:

What will you be able to do after the executive strategy and communication course?

You will be able to structure strategic ideas into clear storylines, persuade senior decision-makers with evidence and stories, influence stakeholders without formal authority, present with confidence at board level and steer a proposal through to executive approval.

What do you need to know before starting executive strategy and communication training?

You need experience of leading a team, function or initiative and of presenting recommendations to senior people. No formal training in strategy or public speaking is required; you work on a proposal from your own role throughout the course.



What do you build during the executive strategy and communication course?

You build an executive communication strategy for a real proposal: a structured storyline, persuasive case, stakeholder influence map, objection handling matrix, board-level presentation and approval pathway, finalised and defended in a simulated approval meeting on the last day.

How does executive strategy and communication training differ from a general presentation skills course?

A general presentation course focuses on delivery to any audience. This course concentrates on selling strategic ideas to boards and executive committees, influencing stakeholders, handling senior challenge and securing the approval that turns a proposal into action.

