



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Executive Persuasion & Strategic Dialogue with External Partners

Code	City	Hotel	Start	End	Price	Language - Hours
MT-938	Marrakesh (Morocco)	Hotel Meeting Room	2027-01-17	2027-01-21	3450 €	En - 25

## Introduction

Organizations operate in increasingly complex environments where executive-level engagement with external partners requires strategic thinking, structured persuasion, and controlled dialogue management.

This program equips you with practical and evidence-based frameworks to influence, negotiate, and manage high-level meetings effectively, grounded in established research in persuasion psychology, negotiation theory, and executive communication.

## Objective

To enable you to design and implement advanced persuasion strategies and manage executive-level dialogue with external partners effectively to achieve institutional objectives.

## Learning Objectives

**By the end of this program, you will be able to:**

- Analyze executive-level partnership environments strategically.
- Evaluate and structure responses to external objections and negotiation points.
- Apply the Elaboration Likelihood Model (ELM) in executive persuasion contexts.
- Manage bilateral and group executive meetings with structured control.



- Use analytical tools to assess argument strength and decision impact.
- Adapt persuasion strategies according to executive personality types and power dynamics.

## **Target Audience**

- Executive Leaders
- Business Development Directors
- Strategic Partnership Managers
- Senior Project Managers
- Mid-to-Senior Level Decision Makers involved in external negotiations

## **Course Outline**

### **Day 1: Strategic Framework for Executive Engagement with External Partners**

- Nature and types of executive partnerships
- Stakeholder mapping and influence analysis
- Power balance and leverage assessment
- Structuring executive meeting agendas strategically
- Identifying declared and hidden interests
- Negotiation-focused SWOT analysis

### **Day 2: Structured Response Strategies to External Points and Objections**

- Types of executive-level objections
- Distinguishing genuine objections from tactical resistance
- Analyzing dimensions of objections (technical, financial, legal, political)
- Evaluating argument strength and credibility
- Objection management matrix
- Designing structured, evidence-based responses



### **Day 3: Strategic Persuasion Models and Application of ELM**

- Foundations of executive persuasion science
- The Elaboration Likelihood Model (ELM)
  - Central Route Processing
  - Peripheral Route Processing
- When to apply each persuasion route in executive contexts
- Building data-driven persuasive messages
- Using metrics and evidence to enhance credibility
- Common executive persuasion errors

### **Day 4: Professional Control Strategies in Bilateral and Group Meetings**

- Managing executive meeting dynamics
- Controlling conversation flow strategically
- Time and priority management in high-stakes discussions
- Handling difficult personalities
- Managing interruptions and derailments
- Redirecting discussions toward strategic objectives

### **Day 5: Integrated Application and Executive Simulation**

- Designing a comprehensive persuasion strategy for a real-case scenario
- Executive-level negotiation simulation
- Performance analysis and structured evaluation
- Key performance indicators (KPIs) for executive meeting success



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.



## Our Success Partners





## SCANDINAVIAN ACADEMY

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