



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development



# Course: Communicating to Your Senior Management and Key Stakeholders

Code	City	hotel	Start	End	price	Hours
112	Barcelona (Spain)	Hotel Meeting Room	2024-07-01	2024-07-05	5450 €	25

## Why attend this programme?

Communication is a critical skill for every manager. Getting your ideas and issues across to the key people who can support you in implementing the strategy is a very tough job, and if you can't communicate your idea or issue properly, it may always be sidelined in your company. This Course helps you frame your ideas and issues in strategic business language, to speak and understand the language of senior managers.

## Who should attend?

All middle and upper-level managers who propose strategies and ideas, or report performance to senior management or other influential stakeholders.

## How will you benefit?

### You will better be able to:

- Communicate in a way that senior managers listen to, remember, and are willing to act upon
- Sell your ideas, report your results, raise issues that need to be addressed, ask for support
- Connect what you want to say to the strategic goals of the organization that senior management cares about
- Handle interruptions and tough questions
- Defend your ideas or data without getting defensive
- Move from approval to action
- Improve your profile and credibility

## Out line

### Senior Management, Strategic Direction, Communicating and You

- The customer value proposition and how to achieve it as senior management's key concern
- Crafting your message and linking it clearly to the strategic context to get senior management's attention
- Implementation planning as an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each



### **Criteria for Successful Communicating**

- Different types of message for different situations
- Including a clear call to action in your communication
- Effective listening for better communication
- Using questions strategically
- Non-verbal communications
- Storytelling

### **Presenting your Ideas Persuasively**

- Preparing your presentation
- Assessing your audience and the context
- Getting and keeping attention
- Using visual aids, using your voice, using movement for more impact
- Handling tough questions and interruptions
- Managing meetings
- Leveraging your personal style and strengths

### **Finalizing your plan for communicating to senior management**

- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.



**The Scandinavian Academy employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.