



LEADERSHIP AND MANAGEMENT | LM-051

# Leadership Communication and Executive Influence

## Contact

+31 85 7444446  
info@aractech.com  
https://aractech.com

## Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

# Course content

## Why Attend

Leaders achieve results through communication: setting direction, inspiring teams, influencing stakeholders and handling difficult messages. Communication skills become more critical with seniority.

This Aractech course covers leadership communication principles, communicating vision and strategy, storytelling, influencing executives and boards, communicating change and bad news, listening and dialogue, and personal communication presence. Participants practise with feedback.

## Course Methodology

- Practice sessions
- Video feedback
- Role plays
- Case studies
- Action planning

## Course Objectives

- Apply leadership communication principles
- Communicate vision and strategy clearly
- Use storytelling to engage people
- Influence executives and boards
- Communicate change and difficult news
- Strengthen personal communication presence

## Target Audience

- Senior and middle managers
- Executives

# Course content

- Project and programme leaders
- Emerging leaders

# Course outline

## Detailed course outline

Day-by-day outline for Leadership Communication and Executive Influence.

### Day 1 - Leadership Communication

- 09:00-09:45 | Role of communication
- 09:45-10:30 | Principles
- 10:30-11:00 | Audiences
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Audiences (continued)
- 11:45-12:30 | Self-assessment
- 12:30-14:00 | Exercise: Communication audit

### Day 2 - Vision and Storytelling

- 09:00-09:45 | Communicating vision
- 09:45-10:30 | Strategy narratives
- 10:30-11:00 | Storytelling
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Storytelling (continued)
- 11:45-12:30 | Clarity
- 12:30-14:00 | Practice: Vision talk

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### Day 3 - Executive Influence

- 09:00-09:45 | Influencing senior leaders
- 09:45-10:30 | Board communication
- 10:30-11:00 | Concise briefings
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Concise briefings (continued)
- 11:45-12:30 | Handling challenge
- 12:30-14:00 | Role play: Board briefing

### Day 4 - Change and Difficult News

- 09:00-09:45 | Change communication
- 09:45-10:30 | Bad news
- 10:30-11:00 | Uncertainty
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Uncertainty (continued)
- 11:45-12:30 | Listening
- 12:30-14:00 | Role play: Difficult announcement

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### Day 5 - Presence

- 09:00-09:54 | Executive presence
- 09:54-10:48 | Voice and body language
- 10:48-11:00 | Virtual communication
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Virtual communication (continued)
- 12:12-13:06 | Personal plan
- 13:06-14:00 | Capstone: Leadership communication plan

# Seminar dates

## Available seminar dates

Live dates and pricing for Leadership Communication and Executive Influence generated from the course details page.

| Date                  | Location     | Format    | Fee    |
|-----------------------|--------------|-----------|--------|
| 2 - 6 November 2026   | London       | Classroom | €2,315 |
| 21 - 25 December 2026 | Istanbul     | Classroom | €1,978 |
| 18 - 22 January 2027  | Rome         | Classroom | €3,460 |
| 15 - 19 February 2027 | Kuala Lumpur | Classroom | €1,925 |
| 15 - 19 March 2027    | Frankfurt    | Classroom | €1,875 |
| 19 - 23 April 2027    | Rome         | Classroom | €3,460 |
| 17 - 21 May 2027      | Geneva       | Classroom | €4,315 |
| 21 - 25 June 2027     | Dubai        | Classroom | €1,845 |
| 19 - 23 July 2027     | London       | Classroom | €2,315 |
| 16 - 20 August 2027   | Istanbul     | Classroom | €1,978 |

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| 18 - 22 October 2027   | Kuala lumpur  | Classroom     | €1,925 |
| 15 - 19 November 2027  | Frankfurt     | Classroom     | €1,875 |
| 20 - 24 December 2027  | Rome          | Classroom     | €3,460 |
| 2 - 6 November 2026    | Online / Live | Online / Live | €1,815 |
| 21 - 25 December 2026  | Online / Live | Online / Live | €1,815 |
| 18 - 22 January 2027   | Online / Live | Online / Live | €1,815 |
| 15 - 19 February 2027  | Online / Live | Online / Live | €1,815 |
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| 21 - 25 June 2027      | Online / Live | Online / Live | €1,815 |
| 19 - 23 July 2027      | Online / Live | Online / Live | €1,815 |
| 16 - 20 August 2027    | Online / Live | Online / Live | €1,815 |
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