

Strategic Communication Mastery: Influencing Stakeholders and Driving Change Masterclass

Duration: 2 days

Course Overview

In the ever-evolving landscape of modern business, effective communication stands as the cornerstone of strategic leadership. In this masterclass tailored for senior executives and board members, we explore the complexities of strategic communication with a focus on its central role in shaping organisational direction and driving transformative change.

Designed for senior leaders seeking to amplify their influence and navigate complex stakeholder dynamics with diplomacy, this masterclass offers a sophisticated study of communication strategies that resonate at the highest levels of decision-making. Through a blend of theoretical insights, case studies, and peer-to-peer discussions, participants will gain a comprehensive understanding of the art and science of communication in the boardroom.

In an era where every word spoken carries profound implications for organisational success, this Masterclass empowers executives to apply communication as a strategic tool for driving shareholder value, fostering stakeholder trust, and charting a course towards sustainable growth. Facilitated by industry experts and thought leaders, participants will embark on a transformative journey towards mastering the delicate balance of influence, persuasion, and authenticity in their communication endeavours.

Who should attend?

This masterclass is promoted within our suite of 'Board level' leadership development options. It is therefore recommended that participants attending, are currently operating at a senior level of leadership, with a view to further develop their skills and competencies within the leadership arena.

How certification is earned

Upon successful completion of this course, you will be awarded a certificate of attendance from Expleo Academy.

Prerequisites & pre-reading guidelines

Participants attending this programme are encouraged to research Leading Digital Transformation and form an opinion on how, by applying this subject matter into their day-to-day routine, may have a positive impact on their performance.

Context

In this masterclass, leaders will explore the complexities of strategic communication, with a focus on shaping organisational direction, influencing stakeholders and driving transformative change.

Related courses

The full suite of 12 High Performance Board Level Masterclasses have been designed to be complementary and all are consistent with supporting the continuous professional development of participants.

Course Objectives

On completion of this training, attendees will be able to:

- Develop comprehensive communication strategies aligned with organisational goals
- Cultivate strong relationships with diverse stakeholders to garner support for initiatives
- Effectively navigate conflicts and crises through strategic communication interventions
- Harness the power of storytelling and persuasive techniques to inspire action
- Implement measurement tools to evaluate the impact of communication efforts
- Lead organisational change initiatives by effectively communicating vision and objectives
- Foster a culture of open communication and collaboration within their teams
- Stay abreast of emerging communication trends and technologies for sustained relevance

This High-Performance Masterclass will Feature:

- Strategic Boardroom Insights:
 - Gain exclusive access to insider perspectives on communication strategies that resonate at the highest levels of authority. Delve into case studies and real-world examples from boardrooms around the globe, providing invaluable insights into effective communication practices among top-tier executives.
- Personalised Executive Coaching:
 - Elevate your communication expertise with peer group coaching sessions tailored to the unique challenges and aspirations of senior leaders. Receive expert guidance on refining your executive presence, mastering the art of persuasion, and enhancing your ability to navigate high-stakes conversations with confidence and finesse.
- Peer-to-Peer Exchange and Networking:
 - Engage in meaningful dialogue and knowledge exchange with fellow board members from diverse industries. Establish valuable connections, share best practices, and glean insights from collective experiences, enriching your professional network and broadening your perspective on strategic communication in the boardroom.

Masterclass Methodology

The masterclass adopts a blended learning approach, combining interactive workshops, case studies, group discussions, and individual coaching sessions to cater to diverse learning styles and preferences.

Participants will engage in hands-on activities and simulations to apply theoretical concepts in real-world scenarios, fostering deeper understanding and skill development. Additionally, ongoing support and resources will be provided post-masterclass to reinforce learning and facilitate continuous improvement.

Organisational Impact

By attending this programme, your organisation will obtain the following commercial advantages:

- Enhanced reputation and credibility through consistent and impactful communication practices
- Increased stakeholder engagement and alignment towards organisational objectives
- Improved crisis management capabilities, resulting in reduced risk exposure
- Accelerated decision-making processes through clearer communication channels
- Enhanced organisational agility to adapt to market changes and seize opportunities

Personal Impact

By attending this programme, you will acquire the following personal benefits:

- Enhanced leadership skills and confidence in communication abilities
- Expanded professional network and access to mentorship opportunities
- Greater job satisfaction and fulfilment through meaningful contribution to organisational success
- Improved conflict resolution and negotiation skills for personal and professional growth
- Increased opportunities for career advancement and recognition as a strategic communicator

Course Outline

Understanding Strategic Communication

- Explore the principles of strategic communication theory, dissecting key concepts such as message framing, audience segmentation, and channel selection.
- Analyse real-world case studies and best practices to gain insights into how effective strategic communication drives organisational success and stakeholder engagement.

Stakeholder Engagement and Influence

- Identify and prioritise key stakeholders critical to organisational objectives, employing advanced stakeholder mapping techniques to understand their motivations and concerns.
- Develop tailored communication strategies and messaging frameworks to influence and mobilise diverse stakeholder groups, fostering alignment and support for strategic initiatives.

Crisis Communication and Change Management

- Strategise proactive crisis communication approaches, anticipating potential challenges and developing robust communication plans to mitigate risks and safeguard organisational reputation.
- Navigate organisational change with agility and empathy, leveraging communication as a catalyst for managing resistance, building consensus, and inspiring confidence amidst uncertainty.

Storytelling and Persuasion Techniques

- Harness the power of storytelling to produce compelling tales that resonate with stakeholders, igniting emotions and driving action towards shared goals.
- Master persuasion techniques grounded in behavioural psychology, employing principles such as social proof, reciprocity, and scarcity to influence decision-making and drive organisational change.

Measurement and Evaluation

- Implement robust measurement frameworks and key performance indicators (KPIs) to assess the effectiveness of communication initiatives and track progress towards organisational objectives.
- Utilise data-driven insights to iteratively refine communication strategies, identifying areas for improvement and optimising resource allocation for maximum impact.

Leadership Communication

- Articulate a compelling vision and strategic direction, mastering the art of inspirational leadership communication to mobilise teams and stakeholders towards a common purpose.
- Foster a culture of open communication, transparency, and accountability within the organisation, cultivating an environment conducive to innovation, collaboration, and high performance.

Emerging Trends and Technologies

- Stay ahead of the curve by exploring the latest trends and technological advancements shaping the future of communication, from AI-driven analytics to immersive storytelling platforms.
- Evaluate the strategic implications of emerging technologies on organisational communication practices, identifying opportunities for innovation and competitive advantage in a rapidly evolving landscape. Top of Form

Strategic Alignment and Integration

- Ensure alignment between communication strategies and overarching organisational objectives, integrating communication plans seamlessly into broader strategic initiatives and business operations.
- Foster cross-functional collaboration and alignment across departments, breaking down silos and maximising synergies to amplify the impact of communication efforts on overall organisational performance.

Contact

Patricia McGuire

Head of Training

Expleo Technology Ireland Ltd

M. +353 (0)87 235 5902

W. expleoacademy.com

pat.mcguire@expleogroup.com

academy-UKI@expleogroup.com