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Everyday I need to make myself heard – no matter which senior colleagues I need to convince. After Mastering High Impact Communications, I know how to create the right emotional impact to reach different audiences

LEGAL SERVICES, BMW GROUP

MASTERING HIGH IMPACT COMMUNICATION

An integrated approach to communication excellence

Corporate communication is all too often dominated by slides and uninspiring messages. Whether you aim to convince customers, investors, or employees, being authentic and – at the same time – engaging is key for personal and professional success.

Mastering High Impact Communications helps participants communicate as their authentic self in a way that engages and inspires their audiences. This enables them to communicate important corporate messages related to vision, strategy and business performance – all in a more impactful manner than before. You become the message!

My team and I closed one of our biggest contracts after we attended Mastering High Impact Communications together and as a result completely changed the way we do our sales pitches

SENIOR VICE PRESIDENT - BANKING INDUSTRY

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WWW.STRATEGICLEADERS.COM

Mastering High Impact Communications strongly energised me! The programme helped me a lot to overcome my inner barriers and to significantly develop more impactful communications

SUSANNE FRANZKE, ROCHE DIAGNOSTICS



WHO IS IT FOR?

Mastering High Impact Communications is designed for professionals who already present regularly and want to take their impact to the next level. Typically, participants are senior managers, middle managers as well as subject matter experts and project leaders.

HOW THE PROGRAMME WORKS

- Two day intensive programme with 'Acceleration Coaching' techniques
- An extensive video analysis tracks each delegate's development throughout the programme and identifies areas of improvement during one-on-one coaching
- Direct and challenging feedback from coaches with global experience
- Two trainers provide individual focus and personalised coaching in small groups of 8 - 12 participants
- Individual telephone coaching sessions take place after the training, during which, participants are coached on real-life application of learning

PROGRAMME FOCUS

DAY 1:

Emphasis on clarity, credibility & engagement

- How to immediately gain your audience's attention
- How to create a strong connection to your audience
- How to clearly communicate complex content
- How to win your audience's trust
- Uncover new possibilities to convince your audience

DAY 2:

Emphasis on the authentic self, emotions & inspiration

- How to inspire others to embrace challenges and change
- How to create emotional engagement with my audiences
- How to effectively use body language to support your message
- How to stay natural and relaxed
- How to confidently react to critical questions

