



Master Corporate Communication

Speak with Confidence. Influence with Strategy. Lead with Impact.

3-Day Executive Communication Challenge

From Manager to Executive Communicator

Audience: Corporate Professionals

Challenge Objective

Most professionals communicate to exchange information. Executives communicate to shape decisions, influence stakeholders, build trust, and drive organizational results.

This challenge helps experienced professionals identify the communication shifts required to move from being a capable manager to becoming an influential executive leader.

Day 1

Thinking Like an Executive Before You Speak

Module 1

Shift from Manager to Executive

Topics

- Why Great Professionals Get Overlooked
- Operational vs. Strategic Communication
- Technical Credibility vs. Executive Credibility
- Communication Habits That Limit Growth



- The Communication Pyramid: Inform → Align → Influence

Module 2

Strategic Thinking Before Strategic Speaking

Topics

- Clarifying your communication objective
- Reading stakeholders before delivering your message
- Speaking to business outcomes instead of activities
- Structuring conversations that influence decisions
- Executive listening: hearing what is not being said

Live Coaching & Q&A

Participants bring real workplace communication situations for live coaching.

Learning Outcomes

By the end of Day 1, participants will be able to:

- Differentiate managerial and executive communication.
 - Communicate with strategic intent.
 - Structure messages for greater influence.
 - Improve stakeholder-focused communication.
 - Strengthen executive credibility.
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Day 2

Influencing Across the Organization

Module 1

Building Executive Presence Through Communication

Topics

- Speaking with confidence without sounding dominant
- Communicating with senior leadership
- Influencing peers without authority
- Managing difficult conversations professionally
- Communicating during conflict and disagreement

Module 2

Emotional Intelligence in Executive Communication

Topics

- Reading emotions before responding
- Balancing empathy with accountability
- Asking questions that change conversations
- Creating psychological safety during discussions
- Building trust through communication

Live Mentoring

Real corporate scenarios

Executive coaching

Participant feedback



Learning Outcomes

By the end of Day 2, participants will be able to:

- Build executive presence.
 - Influence without formal authority.
 - Navigate difficult conversations.
 - Apply Emotional Intelligence in communication.
 - Build trust through communication.
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Day 3

Communicating Like the C-Suite

Module 1

High-Stakes Executive Communication

Topics

- Executive meetings
- Presenting recommendations instead of reports
- Communicating upward with confidence
- Handling objections strategically
- Leading conversations during uncertainty



Module 2

The Executive Communication Blueprint

Topics

- The communication habits of exceptional executives
- Executive storytelling for influence
- Driving commitment instead of agreement
- Becoming promotion-ready through communication
- Creating your Executive Communication Development Plan

Final Mentoring

Personal feedback

Career coaching

Leadership Q&A

By the end of the 3-day challenge, participants will be able to:

- Communicate with executive confidence.
- Influence stakeholders more effectively.
- Navigate difficult conversations with confidence.
- Present ideas that drive decisions.
- Build trust and executive credibility.
- Accelerate readiness for leadership roles.