

PROFESSIONAL COMMUNICATION & INFLUENCE PROGRAMME

Developing clarity, confidence, and impact in leadership communication



PROGRAMME OVERVIEW

Effective communication is a critical leadership capability within complex organisational environments.

Professionals are required to communicate strategy, influence decision-making, and engage stakeholders with clarity and authority.

The Professional Communication & Influence Programme equips participants with the skills to structure clear messages, design effective presentations, and communicate with confidence and professional presence.

WHO THE PROGRAMME IS FOR

This programme is designed for professionals operating in leadership, management, or high-visibility roles where effective communication is critical, including:

- Middle and senior managers responsible for leading teams or initiatives
- Executive leaders and senior professionals involved in strategy and decision-making
- Professionals who present, brief, or represent their organisation
- Individuals preparing for increased leadership responsibility

Key Outcomes

By the end of the programme, participants will be able to:

- Communicate complex ideas, strategies, and priorities with clarity and confidence
- Structure and deliver compelling narratives that support leadership communication
- Design clear, concise, and purposeful presentations
- Communicate with authority and professional presence
- Adapt communication for different audiences and stakeholder groups
- Respond effectively to questions, challenge, and scrutiny
- Influence understanding, alignment, and decision-making



PROGRAMME STRUCTURE

The programme is structured to combine conceptual understanding with practical application, supporting participants to develop effective communication capability.

Content focuses on key areas of communication and influence, including:

- Strategic communication and message clarity
- Presentation design and communication
- Confident delivery and professional presence
- Stakeholder communication and influence
- Executive communication and application

LEARNING APPROACH

The programme adopts a practical, applied approach. Learning is delivered through:

- Facilitated workshops and applied exercises
- Real-world communication scenarios
- Peer discussion and feedback
- Practical tools and techniques



EXPECTED BENEFITS FOR ORGANISATIONS

The programme supports organisations in strengthening communication capability through:

- Improved leadership communication and executive presence
- Greater clarity in strategic messaging and decision-making
- Enhanced stakeholder engagement and influence
- Increased confidence in presentations and public speaking
- More consistent communication across teams and departments
- Stronger organisational alignment and performance

PROGRAMME DELIVERY

Programmes can be delivered through flexible formats:

- In-Person Delivery (UK, KSA & Middle East)
- Online (Live, Instructor-Led)

Group sizes typically range from 6–15 participants.

Programme duration typically ranges from half-day workshops to 3–5 day programmes, depending on organisational requirements.

CERTIFICATION & RECOGNITION

Participants receive a Certificate of Completion for the Professional Communication & Influence Programme.