

Course No. 1366

Leadership Communication & Executive Presence Training Course

**LEADERSHIP & EXECUTIVE MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

DELIVERY

Classroom

LOCATION

Casablanca, Morocco

DATES

5 – 9 Oct 2026



Scheduled Event Details

CITY	Casablanca, Morocco
DATE	5 – 9 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

The Leadership Communication & Executive Presence Training Course is a premium professional development program designed to strengthen the communication, influence, credibility, and executive presence of managers, leaders, and senior professionals. The course focuses on developing the ability to communicate with clarity and confidence, present strategic messages, influence stakeholders, manage executive interactions, and represent the organization effectively across formal and high-pressure professional situations.

Leadership effectiveness depends not only on the quality of decisions, but also on the leader's ability to communicate those decisions, build understanding, gain commitment, manage expectations, and translate strategic priorities into action. Executive presence goes beyond appearance or position; it is built through credibility, composure, clarity, active listening, professional confidence, purposeful communication, and the ability to create trust and influence in complex situations.

The program provides a comprehensive framework for leadership communication and executive presence, covering strategic messaging, executive presentations, stakeholder communication, persuasive communication, negotiation, active listening, difficult conversations, meeting leadership, communication during change, crisis communication, and professional body language. Participants will learn how to adapt their communication style to different audiences, organizational levels, and business situations while maintaining consistency and professionalism.

The course is strongly practice-oriented and uses realistic executive situations, presentation exercises, leadership simulations, case studies, interactive discussions, and structured feedback. Participants will have opportunities to assess their communication habits, identify strengths and development areas, practice executive-level presentations, manage questions and objections, and strengthen the behavioral elements that contribute to a credible and influential leadership presence.

The Leadership Communication & Executive Presence Training Course provides significant value to organizations seeking leaders who can communicate strategically, represent the institution professionally, manage sensitive discussions, influence stakeholders, and maintain confidence during change and pressure. The program supports stronger leadership effectiveness, more effective decision-making communication, improved stakeholder relationships, and greater alignment between leadership messages and organizational priorities.

Objectives

- Analyze the essential components of leadership communication and executive presence and evaluate their impact on leadership effectiveness during the training program.
- Develop a clear and influential leadership communication style aligned with the audience, organizational context, and intended business outcome.
- Evaluate personal executive presence, communication behaviors, and professional credibility to identify specific areas for improvement.
- Apply advanced techniques for developing strategic leadership messages and translating complex information into concise, relevant, and persuasive communication.
- Improve executive presentation and public speaking skills for communicating with senior leaders, teams, stakeholders, and professional audiences.
- Design effective approaches for leading executive meetings, discussions, and decision-oriented conversations.
- Strengthen active listening, questioning, and dialogue management skills to improve understanding, trust, and leadership effectiveness.
- Apply influence, persuasion, and negotiation techniques when dealing with stakeholders with different priorities, expectations, and perspectives.
- Develop practical methods for managing difficult conversations, objections, sensitive feedback, and professional disagreements.
- Implement effective communication approaches during organizational change, uncertainty, crisis situations, and high-pressure environments.
- Improve executive presence through purposeful use of voice, body language, professional composure, and message structure.
- Prepare a personal leadership communication and executive presence development plan with measurable actions and workplace application priorities.

Who Should Attend

This course is designed for executives, senior managers, department heads, team leaders, business unit managers, and professionals whose responsibilities require frequent communication with senior leadership, employees, stakeholders, clients, regulatory bodies, or multidisciplinary teams. It is particularly relevant to project managers, operations managers, engineering managers, human resources managers, finance managers, communications professionals, government leaders, and senior technical specialists.

The program is highly suitable for leaders in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, energy organizations, and large corporations. It provides particular value to professionals who represent their organizations in executive meetings, strategic discussions, presentations, negotiations, stakeholder engagements, formal events, and high-visibility business situations.

The course is also valuable for technical experts and senior specialists who are transitioning into broader leadership responsibilities and need to communicate complex technical or business information to executives, decision makers, and non-specialist audiences. It helps participants strengthen their ability to lead through influence, communicate with authority, and build a stronger professional reputation.

Learning Outcomes

- By the end of the course, participants will be able to:
- Assess their leadership communication style and identify specific executive presence strengths and development areas.
- Develop clear, concise, and persuasive leadership messages aligned with organizational priorities and stakeholder expectations.
- Communicate complex technical, operational, and strategic information in a structured and decision-oriented manner.
- Deliver executive-level presentations with greater confidence, clarity, credibility, and professional impact.
- Lead meetings and executive discussions more effectively by establishing clear objectives, messages, decisions, and expected outcomes.

- Apply active listening and strategic questioning techniques to improve dialogue, understanding, and stakeholder engagement.
- Use influence, persuasion, and negotiation techniques to build commitment and manage differing stakeholder interests.
- Manage difficult conversations, objections, disagreements, and sensitive professional situations with confidence and professionalism.
- Use voice, body language, tone, and professional composure to strengthen credibility and executive presence.
- Communicate effectively during organizational change, uncertainty, crises, and high-pressure situations.
- Represent the organization professionally in formal executive, stakeholder, and external communication settings.
- Develop and implement a practical 90-day leadership communication and executive presence development plan.

Course Outline

DAY 01

Leadership Communication Fundamentals and Executive Presence

- Fundamentals of leadership communication and its role in organizational effectiveness
- The difference between managerial communication and leadership communication
- Core elements of executive presence and professional credibility
- Self-awareness and its influence on communication behavior
- Communication styles and their impact on relationships and results
- Building trust, credibility, and professional influence
- Balancing confidence, assertiveness, flexibility, and empathy
- Active listening and executive attention
- Understanding audiences, expectations, and communication needs

PRACTICAL APPLICATION

Leadership communication self-assessment and development of an individual executive presence profile

DAY 02

Strategic Messaging, Executive Presentations, and Influential Speaking

- Developing clear and purposeful leadership messages
- Translating complex information into concise executive communication
- Identifying the objective, audience, key message, and desired outcome
- Structuring executive presentations and decision-oriented discussions
- Speaking effectively with senior executives and decision makers
- Using data, examples, and business narratives to strengthen communication
- Managing presentation time and maintaining audience attention
- Handling questions, objections, and unexpected challenges
- Voice, tone, body language, and non-verbal executive communication

PRACTICAL APPLICATION

Delivering a short executive presentation and receiving structured professional feedback

DAY 03

Influence, Persuasion, Negotiation, and Stakeholder Communication

- Principles of leadership influence and stakeholder commitment
- Stakeholder analysis and understanding priorities, interests, and expectations
- Communicating effectively with stakeholders at different organizational levels
- Persuasion through logic, relevance, value, and credibility
- Negotiation skills for leaders and managers
- Managing objections, resistance, and competing viewpoints
- Building strong professional relationships and leadership networks
- Cross-functional and cross-departmental communication
- Managing conversations that require agreement, commitment, or decision

DAY 03 — CONTINUED

CASE STUDY

Managing a complex stakeholder situation and achieving alignment around a strategic decision

DAY 04

Difficult Conversations, Change Communication, and Crisis Leadership

- Managing difficult and sensitive leadership conversations
- Delivering constructive feedback and addressing performance concerns
- Managing disagreement and professional conflict through communication
- Leadership communication during organizational change and transformation
- Communicating change clearly and building employee understanding and commitment
- Managing resistance through engagement and dialogue
- Communication during crises and high-pressure situations
- Maintaining composure, clarity, and credibility under pressure
- Communicating with employees, executives, and stakeholders during critical events

PRACTICAL APPLICATION

Simulating a high-pressure leadership communication scenario involving change, resistance, and limited decision time

DAY 05

Advanced Executive Presence and Sustainable Leadership Impact

- Building a strong and authentic executive identity
- Executive communication in formal meetings and high-visibility situations
- Managing conversations with senior executives and decision makers
- Strengthening personal and organizational influence
- Leading through clarity, credibility, composure, and consistency

DAY 05 — CONTINUED

- Managing professional reputation and institutional representation
- Developing an authentic and effective leadership communication style
- Measuring progress in leadership communication and executive presence
- Building sustainable communication habits that strengthen leadership effectiveness
- Best practices for maintaining executive presence and professional influence

FINAL WORKSHOP

Delivering and defending a strategic executive presentation before a simulated leadership panel, responding to questions and objections, receiving a comprehensive communication assessment, and developing a 90-day personal leadership communication and executive presence action plan

Register or Request More Information

Course page: <https://quest-training.com/courses/leadership-communication-executive-presence-training-course>

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