MERCURY

Executive Communication & Influence for Leaders

11 – 15 April 2027
Cairo (Egypt)



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Executive Communication & Influence for Leaders

Ref: 121514_1076037 **Date:** 11 – 15 April 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

The Executive Communication & Influence for Leaders course helps participants communicate with clarity, confidence, and authority in demanding professional environments. It focuses on how leaders shape decisions, inspire action, and build trust through purposeful communication. It examines the role of executive presence, persuasive language, and strategic messaging in everyday leadership situations. Participants explore how to present ideas, manage difficult conversations, and influence stakeholders across different levels of an organization. The program strengthens the ability to adapt communication style to audiences, contexts, and business goals. Participants will lead conversations that drive alignment, credibility, and measurable impact.

Targeted Groups

This Executive Communication & Influence for Leaders training targets professionals seeking knowledge and skills:

- Senior managers.
- Team leaders.
- Department heads.
- Executives and directors.
- Project and program leaders.
- Supervisors moving into leadership roles.
- Professionals handling stakeholders and board-level communication.

Course Objectives

Participants will achieve the following objectives by completing the Executive Communication & Influence for Leaders course:

- Communicate ideas with precision and confidence.
- Strengthen executive presence in formal and informal settings.
- Build trust through clear, credible leadership messages.
- Deliver persuasive presentations that support business goals.
- Handle high-stakes conversations with composure.
- Influence decisions through structured and strategic communication.
- Adapt messages for teams, executives, and external stakeholders.
- Improve alignment, engagement, and leadership impact.

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Targeted Competencies

Participants will gain the following competencies during the Executive Communication & Influence for Leaders program:

- Clear leadership communication.
- Confident executive presence.
- Persuasive speaking and presentation delivery.
- Stakeholder influence and relationship building.
- Strategic listening and message framing.
- Professional communication under pressure.
- Credibility, tone, and audience awareness.

Studying Scenarios

In this Executive Communication & Influence for Leaders training, participants develop skills through the following scenarios:

- Presenting a strategic proposal to senior executives.
- Managing disagreement in a leadership meeting.
- Influencing a cross-functional team to support change.
- Responding to difficult questions from stakeholders.
- Delivering a concise message in a time-sensitive situation.

Course Content

Unit 1: Foundations of Executive Communication

- Understand the role of communication in leadership performance.
- Explore how clear messages reduce confusion and strengthen direction.
- Study the link between executive communication and organizational trust.
- Identify the habits that shape strong leadership credibility.
- Learn how tone, timing, and structure influence message reception.
- Examine how leaders communicate vision with consistency and authority.

Unit 2: Executive Presence and Personal Impact

- Define executive presence as the visible expression of leadership confidence.
- Study how posture, voice, pacing, and eye contact affect influence.
- Learn how to project calmness, control, and professionalism under pressure.
- Explore the balance between authority and approachability in leadership style.
- Strengthen self-awareness to improve how others receive messages.
- Build a leadership image that supports trust, respect, and engagement.

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Unit 3: Persuasion, Influence, and Stakeholder Alignment

- Learn how persuasion differs from pressure, and why credibility matters more.
- Study influence techniques that create cooperation without forcing agreement.
- Practice framing ideas around business priorities, risks, and outcomes.
- Understand how to tailor communication for executives, peers, and teams.
- Examine stakeholder expectations and how to address them with clarity.
- Develop messages that build alignment, commitment, and action.

Unit 4: High-Impact Conversations and Leadership Dialogue

- Manage difficult conversations with composure, structure, and respect.
- Handle conflict without losing professionalism or strategic focus.
- Ask powerful questions that uncover priorities, concerns, and resistance.
- Practice active listening to improve understanding and reduce defensiveness.
- Deliver feedback in a way that supports growth and accountability.
- Lead conversations that turn tension into clarity and forward movement.

Unit 5: Strategic Messaging, Presentations, and Executive Delivery

- Structure messages so they are concise, logical, and easy to follow.
- Use storytelling to make ideas memorable and business relevant.
- Deliver presentations that hold attention and support decision-making.
- Communicate complex information simply and compellingly.
- Adapt delivery for meetings, briefings, reports, and executive updates.
- Reinforce leadership influence through consistent, strategic, and audience-focused communication.

Final Insights & Key Takeaways

Executive Communication & Influence for Leaders builds the communication discipline leaders need to inspire confidence, shape direction, and drive results. It equips participants with practical leadership language, a stronger presence, and the ability to influence with clarity and purpose.