

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Communication Strategies for Senior Leadership

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course equips senior leaders with advanced communication strategies essential for influencing stakeholders, driving organisational change, and fostering a collaborative culture. Participants will develop skills in strategic messaging, stakeholder engagement, and crisis communication, tailored to their leadership roles.

Senior leaders often face complex communication challenges that can significantly impact organisational effectiveness, employee engagement, and overall morale. Miscommunication can lead to misunderstandings, decreased productivity, and hindered progress on strategic initiatives. This course addresses these critical challenges by providing leaders with the necessary tools to communicate clearly and effectively across various contexts, ensuring alignment and understanding among teams and stakeholders. Participants will learn to craft messages that resonate with diverse audiences, manage difficult conversations, and employ techniques to foster open dialogue, which is crucial for maintaining trust and transparency in leadership roles.
Effective communication is not just about conveying information; it is about influencing behaviours and driving meaningful change. Leaders will engage in practical exercises that simulate real-world scenarios, allowing them to practise crafting messages, managing stakeholder expectations, and responding to crises with confidence. By honing these skills, leaders will be better equipped to navigate difficult conversations, inspire their teams, and drive strategic objectives forward. This course empowers leaders to enhance their communication capabilities, ultimately leading to improved organisational outcomes, a more engaged workforce, and a culture of collaboration that supports continuous improvement.

Professional Problems This Course Is Designed to Solve

- Strategic messages interpreted differently across teams.
- Difficulty communicating complex decisions with clarity.
- Stakeholder concerns left unaddressed during leadership communication.

Course methodology

The course employs a blend of interactive workshops, case studies, and role-playing exercises to build communication skills effectively. Participants will analyse real-life scenarios to identify effective strategies and develop tailored messaging for their specific contexts. Each session includes practical tasks where leaders will create communication plans, stakeholder engagement strategies, and crisis response frameworks. Participants will produce tangible outputs, such as strategic messaging documents and stakeholder engagement plans, that can be implemented in their organisations. This hands-on approach fosters deeper understanding and retention of key concepts, enhancing overall leadership communication effectiveness and ensuring that learning is directly applicable to their roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse the impact of effective communication on organisational success and leadership effectiveness.
• Design a strategic communication plan tailored to a specific organisational initiative.
• Assess stakeholder communication needs and develop targeted engagement strategies.
• Construct crisis communication frameworks to manage potential organisational crises.
• Compare various communication styles and their effectiveness in different leadership contexts.
• Justify the selection of communication channels for diverse stakeholder groups.

Target audience

This course is suitable for:
• Senior executives responsible for strategic decision-making.
• Department heads leading cross-functional teams.
• Directors overseeing organisational change initiatives.
• Senior managers tasked with stakeholder engagement and communication.

Target competencies

Participants will develop competencies in:
• Crafting strategic messages for diverse audiences.
• Engaging stakeholders through tailored communication strategies.
• Managing communication during organisational crises.
• Facilitating effective dialogue within leadership teams.
• Evaluating the effectiveness of communication initiatives.
• Adapting communication styles to suit various contexts.

Course outline

Day 1: Understanding Communication Dynamics in Leadership

Applied activity: Participants will analyse a case study of a communication breakdown within a fictional organisation, identifying key barriers and proposing actionable solutions to enhance communication effectiveness across teams. They will discuss their findings and present their proposed solutions to the group.
Output: A report outlining identified barriers and proposed communication strategies.

09:00–09:54	Exploring the role of communication in leadership effectiveness and team dynamics.
09:54–10:48	Identifying barriers to effective communication in organisations and strategies to overcome them.



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10:48–11:00	Understanding the impact of organisational culture on communication practices.
11:00–11:30	**Coffee break**
11:30–12:12	Understanding the impact of organisational culture on communication practices. (continued)
12:12–13:06	Examining the relationship between communication and employee engagement metrics.
13:06–14:00	Assessing the role of feedback mechanisms in enhancing communication processes.

Day 2: Crafting Strategic Messages

Applied activity: Participants will create a strategic message for an upcoming organisational change initiative, considering the audience's needs, potential concerns, and desired outcomes. They will present their messages to peers for constructive feedback, focusing on clarity and impact.
Output: A strategic messaging document tailored to the identified audience and initiative.

09:00–09:54	Defining strategic messaging and its importance for leaders in various contexts.
09:54–10:48	Identifying key elements of effective messaging and their applications in leadership.
10:48–11:00	Practising message crafting for different audiences and contexts, including stakeholders and employees.
11:00–11:30	**Coffee break**
11:30–12:12	Practising message crafting for different audiences and contexts, including stakeholders and employees. (continued)
12:12–13:06	Utilising storytelling techniques to enhance message impact and retention.
13:06–14:00	Evaluating the effectiveness of strategic messages through feedback and assessment.

Day 3: Stakeholder Engagement Strategies

Applied activity: Participants will develop a stakeholder engagement plan for a new project, outlining communication strategies, engagement activities, and metrics for success. They will role-play stakeholder interactions to refine their engagement approaches and ensure alignment with organisational objectives.
Output: A comprehensive stakeholder engagement plan that includes timelines and responsibilities.

09:00–09:54	Identifying key stakeholders and their communication needs in relation to organisational goals.
09:54–10:48	Developing comprehensive stakeholder engagement plans that outline communication strategies and touchpoints.
10:48–11:00	Utilising tools for stakeholder analysis and mapping to prioritise engagement efforts.



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11:00–11:30	**Coffee break**
11:30–12:12	Utilising tools for stakeholder analysis and mapping to prioritise engagement efforts. (continued)
12:12–13:06	Practising active listening and empathy in communication to build trust with stakeholders.
13:06–14:00	Evaluating engagement strategies for effectiveness and making necessary adjustments.

Day 4: Crisis Communication Management

Applied activity: Participants will simulate a crisis scenario, developing a crisis communication plan and practising message delivery to key stakeholders. They will assess the effectiveness of their communication under pressure and receive feedback on their approach.
Output: A crisis communication plan and presentation of key messages tailored to the scenario.

09:00–09:54	Understanding the principles of crisis communication and its significance in leadership roles.
09:54–10:48	Identifying potential crises and their impact on stakeholders and organisational reputation.
10:48–11:00	Developing crisis communication frameworks and protocols to guide response efforts.
11:00–11:30	**Coffee break**
11:30–12:12	Developing crisis communication frameworks and protocols to guide response efforts. (continued)
12:12–13:06	Practising crisis response scenarios and message delivery to key stakeholders under pressure.
13:06–14:00	Evaluating past crisis communication case studies to extract lessons learned and best practices.

Day 5: Integrating Communication Strategies for Leadership Success

Applied activity: Participants will create an integrated communication strategy that encompasses all aspects learned during the course, applying it to a real or fictional organisational scenario. They will collaborate with peers to refine their strategies and ensure comprehensive stakeholder engagement.
Output: An integrated communication strategy document that outlines key messages, channels, and stakeholder engagement tactics.

09:00–09:54	Reviewing key communication strategies learned throughout the course and their applications in leadership.
09:54–10:48	Integrating communication plans into overall leadership strategies for cohesive messaging.
10:48–11:00	Practising collaborative communication within leadership teams to enhance decision-making.
11:00–11:30	**Coffee break**



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11:30–12:12	Practising collaborative communication within leadership teams to enhance decision-making. (continued)
12:12–13:06	Evaluating the impact of communication on organisational culture and employee engagement.
13:06–14:00	Developing a personal communication strategy for ongoing leadership development and effectiveness.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,840.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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