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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

# Course: Communicating to Your Senior Management and Key Stakeholders

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| PR-112SA | Al Baha | Hotel Meeting | 2027-01-31 | 2027-02-04 | 10950 SR | En - 25 |

## Why attend this programme?

Communication is a critical skill for every manager. Getting your ideas and issues across to the key people who can support you in implementing the strategy is a very tough job, and if you can’t communicate your idea or issue properly, it may always be sidelined in your company. This Course helps you frame your ideas and issues in strategic business language, to speak and understand the language of senior managers.

## Who should attend?

All middle and upper-level managers who propose strategies and ideas, or report performance to senior management or other influential stakeholders.

## How will you benefit?

### You will better be able to:

- Communicate in a way that senior managers listen to, remember, and are willing to act upon
- Sell your ideas, report your results, raise issues that need to be addressed, ask for support
- Connect what you want to say to the strategic goals of the organization that senior management cares about
- Handle interruptions and tough questions
- Defend your ideas or data without getting defensive

- Move from approval to action
- Improve your profile and credibility

# Out line

### Senior Management, Strategic Direction, Communicating and You

- The customer value proposition and how to achieve it as senior management’s key concern
- Crafting your message and linking it clearly to the strategic context to get senior management’s attention
- Implementation planning as an essential ingredient for any proposal
- Segmenting your different stakeholder groups and tailoring your message to the concerns of each

### Criteria for Successful Communicating

- Different types of message for different situations
- Including a clear call to action in your communication
- Effective listening for better communication
- Using questions strategically
- Non-verbal communications
- Storytelling

### Presenting your Ideas Persuasively

- Preparing your presentation
- Assessing your audience and the context
- Getting and keeping attention
- Using visual aids, using your voice, using movement for more impact
- Handling tough questions and interruptions
- Managing meetings
- Leveraging your personal style and strengths

## Finalizing your plan for communicating to senior management

- Deliver your presentation and get feedback
- Different types of business presentations you'll face as your career progresses
- Defending your idea assertively
- Develop your personal action plan for communicating to your senior management and key stakeholders.

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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