

LEADERSHIP COMMUNICATION WITH IMPACT



GENTEX[®]
TRAINING CENTER



Introduction

Leadership Communication with Impact Training Course builds the communication skill that separates leaders who are heard from leaders who are merely present. Impact comes from clarity, structure, and credibility, not from volume. Leaders must brief teams, persuade stakeholders, deliver difficult news, and answer questions under pressure. This program develops each of those capabilities through structured practice. It draws on message design, storytelling, and persuasion research. As a result, participants learn to shape a message for its audience, deliver it with presence, and handle challenge without losing composure. Furthermore, the course covers listening, feedback, and communication during change.

Leadership Communication with Impact Course Objectives

- Structure messages using the Pyramid Principle and MECE logic.
- Apply the SCQA framework to open briefings with clarity.
- Adapt communication style to audience needs and seniority.
- Use storytelling structure to make messages memorable.
- Deliver presentations with strong vocal and physical presence.
- Handle difficult questions and pushback with composure.
- Give and receive feedback using the SBI model.
- Practise active listening and reflective questioning.
- Communicate change and uncertainty honestly to teams.
- Influence stakeholders with evidence and the Ethos, Pathos, Logos framework.

Course Methodology

- Facilitated sessions built around live communication scenarios.

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- Recorded practice presentations with structured feedback.
- Role-play of stakeholder briefings and difficult conversations.
- Group exercises in message structuring and framing.
- Case studies from executive communication and crisis settings.
- Simulation of question handling under pressure.
- Peer feedback, reflection, and a personal communication plan.

Who Should Take This Course

- Managers and team leaders at all levels.
- Executives and department heads.
- Project and program managers presenting to stakeholders.
- Technical specialists explaining complex work to decision-makers.
- Communications and public relations professionals.
- Sales and business development leaders.
- High-potential employees preparing for leadership visibility.

Leadership Communication with Impact Course Outlines

Day 1: Foundations of Impactful Leadership Communication

- Why communication defines leadership credibility.
- The communication process and common failure points.
- Audience analysis: needs, seniority, and interests.



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- The SCQA framework: situation, complication, question, answer.
- Structuring messages with the Pyramid Principle.
- Applying MECE logic to message design.
- Workshop: restructuring a real business message.

Day 2: Structured Briefings and Persuasion

- Planning a briefing from objective to close.
- Opening strong and stating the ask clearly.
- Evidence, data, and logic in persuasion.
- Ethos, Pathos, Logos: credibility, emotion, and reason.
- Anticipating and pre-empting objections.
- Writing executive summaries and one-page briefs.
- Drill: delivering a five-minute structured briefing.

Day 3: Presence, Delivery, and Storytelling

- Vocal control, pace, and emphasis.
- Body language, posture, and eye contact.
- Managing nerves and building composure.
- Storytelling structures for leadership messages.
- Using analogy, example, and contrast effectively.
- Visual aids and slide discipline.
- Recorded practice with structured feedback.

Day 4: Listening, Feedback, and Difficult Conversations

- Active listening and reflective questioning.



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- Listening for what is not said.
- Giving feedback with the SBI model.
- Receiving feedback and managing defensive reactions.
- Delivering difficult news with clarity and respect.
- Handling conflict and emotional reactions in meetings.
- Role-play: a difficult conversation with a stakeholder.

Day 5: Influence, Change Communication, and Executive Presence

- Influencing without authority: seven influence principles.
- Stakeholder mapping and message sequencing.
- Communicating change and uncertainty honestly.
- Managing questions under pressure in public settings.
- Communicating across cultures and distributed teams.
- Building a personal communication development plan.
- Capstone: presenting a full leadership communication case.

Conclusion

By successfully completing Leadership Communication with Impact Training Course, participants will have acquired the knowledge to structure messages with clarity, deliver them with presence and conviction, listen actively, give feedback that lands, handle difficult conversations and tough questions, and influence stakeholders with evidence. They will also understand how to communicate change honestly across their organizations. Gentex Training Center delivers this program through recorded practice and expert coaching, so participants can communicate with real impact.





FAQs for the Leadership Communication with Impact course

Q1 What is the "Leadership Communication with Impact" course about?

It is a training program that develops the communication capability leaders need to be heard and trusted. It covers message structuring, briefings, persuasion, delivery and presence, storytelling, listening, feedback, and change communication.

Q2 What are the key benefits of the "Leadership Communication with Impact" course?

Participants gain clearer, more persuasive messages, stronger presence in front of groups, and better handling of difficult questions. Organizations benefit from faster decisions, less miscommunication, more credible leadership briefings, and smoother change communication.

Q3 What skills will I gain from the "Leadership Communication with Impact" course?

Participants build message structuring and briefing design, persuasive delivery and executive presence, active listening, feedback, and difficult conversations, and stakeholder influence and change communication.



Q4 What tools, methods, or standards are covered in the "Leadership Communication with Impact" course?

The course covers the Pyramid Principle, the MECE principle, the SCQA framework, Ethos, Pathos, Logos persuasion principles, storytelling structures, the SBI feedback model, active listening techniques, influence principles, and stakeholder mapping.

Q5 How is the "Leadership Communication with Impact" course applied in real-world practice?

Learners apply it by structuring briefings with a clear ask, delivering updates with presence, using stories to make messages memorable, listening carefully in meetings, giving structured feedback, and sequencing stakeholder messages during change.