

Communicating Decisively about Strategic Issues to Executive Audiences

Executive-Ready Presentations

Course Objective

Your managers will leave this workshop with immediately-usable skills for planning and delivering strategic presentations to “C-Suite” executives.

Videotaping will be used to reinforce the learning.

Enrolment: With one IWCC facilitator, we can accommodate a maximum of 6 participants. Alternatively, we can accommodate up to 12 participants with two facilitators.

Who Should Attend

This workshop is designed for middle- to senior-level managers who are required to present on strategic issues to “C-Suite” executives. It is suitable for people who already have some experience delivering business presentations, but who are at a stage in their career when their ability to present at the strategic level is critical to their own success and that of their organization.

What Participants Will Learn

By attending this workshop, your managers will learn to:

- Assess their existing skill level for presenting strategic issues to executives
- Identify and deal with the unique rules and expectations of “C-Suite” executives
- Plan their strategic message by analyzing their own objectives for “C-Suite” presentations
- Develop their content by focusing on the information that senior executives need and to isolate the critical messages from the supporting detail
- Develop their ability to get to the point quickly and deliver the right amount of information
- Handle difficult Q&A sessions and pushback without becoming flustered or allowing their presentation to be derailed
- Design, integrate and use visuals to support their message
- Use their voice to project confidence and to deliver credible messages
- Illustrate their points through appropriate use of analogy and anecdotes



**Better Speakers
Better Writers
Better Business**