

5-day Interactive Training Course

Strategic Communication: Thinking, Planning & Execution

Manage and Influence Your Audience for Maximum Success

20 Apr - 24 Apr 2026	Barcelona - Spain	US\$ 5,950
25 May - 29 May 2026	London - UK	US\$ 5,950
06 Jul - 10 Jul 2026	Dubai - UAE	US\$ 5,950
12 Oct - 16 Oct 2026	Dubai - UAE	US\$ 5,950
21 Dec - 25 Dec 2026	London - UK	US\$ 5,950



Strategic Communication: Thinking, Planning & Execution

Manage and Influence Your Audience for Maximum Success



About the Course

This 5-day interactive Strategic Communication: Thinking, Planning & Execution training course demonstrates how to think about, plan, and execute communications more effectively and successfully in today's global business environment. It builds delegates' ability to recognise and strategically adapt to the many changes in today's communicators and communication avenues to ensure that they tune into the audience and widen their message for clarity and impact.

It examines how to develop proactive contact and influencing strategies and initiatives, the impact of communications, and the many causes of communication interference. It offers practical techniques for clear and effective communication across cultures and builds a greater awareness of communication and influencing styles and preferences.

This training program shows delegates the power of employing information to map and explore the needs and potential of the target audience and whether they respond best to persuasion or enforcement. It augments their understanding of different ways of thinking and helps them assess how to operate and communicate in their daily business life. The delegates will enhance their ability to create an environment for positive, open discussion and ongoing dialogue, which is critical for communication success. The strategic communication skills learned will boost their ability to exercise choice and manage every form of conversation, influence without authority, and improve relationships and productivity.

Core Objectives

After completing this training course, each delegate will gain vital skills that will significantly impact their performance.

The delegates will achieve the following objectives:

- Develop well-defined strategies for more effective communication
- Create an open environment for communication across cultures
- Appreciate the causes of communication interference and how to address these
- Develop stronger business relationships through assertive communication

- Achieve effective and less problematic communications with clients and contacts
- Maximise influencing strategies
- Recognise diverse cultural values, behaviours, and work styles
- Understand the subtle forces driving choice

Training Approach

This training course uses various proven adult learning techniques to ensure effective assimilation and retention of the information presented. Its highly practical and interactive program will prompt delegates to reflect on their thinking, communication style, and practice. Throughout the program, the subject matter expert will share many examples, anecdotes, and case studies relating to strategic communications.

The Attendees

This training course would be valuable to almost anyone, as the skills covered are just as valuable in daily life as in a business setting.

It is suitable for a wide range of professionals but will greatly benefit:

- Sales Representatives
- Sales Managers and Directors
- Customer Service Agents
- Key Account Managers
- Business Development Professionals
- HR Managers and Professionals
- International Business Executives
- Executives within a Global Team

DAILY DISCUSSION

DAY ONE

COMMUNICATING EFFECTIVELY IN A CHANGED WORLD

- Behavioural Economics and Transparency of Information
- The Influence of the Millennial and GenZ Generations
- Impact of the Pandemic and Working from Home and Online
- Stereotypes and Cultural Norms
- Values, Influences, and Protocols
- Defining Successful Communication
- The Proactive Contact Process

DAY TWO

DEFINING SUCCESSFUL COMMUNICATION

- Barriers to Effective Communications
- Cultural and Social Influences and Differences
- Communication Characteristics – Direct/Indirect, Formal/Informal etc.
- Silence, Interrupting, and Small Talk
- Verbal vs Non-verbal Communications
- You and Your Communication Style
- Developing Your Communication Skills for Greater Impact

DAY THREE

INFLUENCING STYLES AND STRATEGIES

- The Value of Information
- Audience Needs Indicators and Analysis
- Strategic Audience Mapping
- Persuasion vs Enforcing (Push vs Pull)
- You and Your Influencing Style
- Positive Assertiveness
- Understanding Preference – Your Own and Others

DAY FOUR

EXPLORING EMOTIONAL INFLUENCES

- Emotional Expression
- Influencing without Enforcing
- Irrational vs Rational Thinking: System 1 & System 2 Brain Systems
- Different Attitudes to Authority, Organisation, and Work Orientation
- Biases: unconscious, Cognitive, Confirmation, and Optimism
- Knowledge: Intellectual, Contextual, and Psychological
- You and Your Emotional Response Style

DAY FIVE

ACTION PLANNING

- Active Listening and Questioning: Enquiry and Advocacy Approach
- Communicating Benefits rather than Features
- Developing Strategic Account Plans
- Connecting Positively with Your Audience
- Avoiding Misunderstandings
- Giving Feedback and Constructive Criticism
- Communication Action Plans



THE CERTIFICATE

XCalibre Training Centre Certificate of Completion will be provided to delegates who attended and completed the training course.