
Leading Through Digital Channels: Remote Meetings and Online Presence Training Course

31 May – 4 June 2027
Barcelona





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Programme Summary

Leading through digital channels and remote meetings is the subject of this one-week training course for directors and senior officials at strategic level, culminating in a virtual communication strategy for the participant's own area. Senior leaders now reach boards, staff, partners and the public mostly through screens, inboxes and collaboration platforms, and messages must carry authority at a distance. The approach moves from channel choice and audience mapping to meeting design, written messaging and on-camera presence, then to measurement. Mars Training Centre UK delivers this programme in leading through digital channels.

The Business Case

When leaders communicate through the wrong channel, or run video meetings without structure, decisions slow down, messages are misread and dispersed stakeholders disengage. Leaders who plan virtual communication deliberately keep remote teams and partners aligned and shorten the path from decision to coordinated action.

- Decision Cycle Time: Shortens as remote meetings are designed around clear decisions, roles and follow-up.
- Message Understanding Across Sites: Improves as leaders match each message to the channel that suits its complexity.
- Meeting Load on Senior Staff: Falls as routine updates move to asynchronous channels.

Principles and Evidence Base

- Media Richness Theory: The match between message complexity and channel richness guides the channel choices made in Session 1.
- Synchronous and Asynchronous Communication Design: The balance between live and recorded or written exchange shapes the communication rhythm built in Session 2.
- Stakeholder Communication Planning: Mapping audiences by influence and information need structures the virtual communication strategy started in Session 2.
- Meeting Design Practice: Purpose, agenda, roles and a decision log frame the remote meetings work in Session 3.



Intended Participants

- Leaders who steer functions or programmes spread across several sites, countries or time zones.
- Senior officials who brief ministers, boards or external partners through video and written channels.
- Executives who chair recurring remote meetings with decision authority.
- Heads of function responsible for internal messaging during strategic change.

The programme serves strategy, corporate affairs, operations and programme management functions in government, energy, banking and international organisations.

Learning Outcomes

1. Participants will be able to evaluate which digital channel suits a given message, audience and level of urgency.
2. Participants will be able to construct a stakeholder map and communication rhythm for a dispersed organisation.
3. Participants will be able to design and chair remote meetings that end in recorded decisions and owners.
4. Participants will be able to compose concise written messages for email, collaboration platforms and intranet channels.
5. Participants will be able to deliver on camera with clarity, structure and credibility.
6. Participants will be able to justify a virtual communication strategy with measures of reach, understanding and action.

Programme Structure

Day 1: Digital Channels and the Virtual-First Organisation

Which channel carries which message, and where does current practice fall short?

- Media Richness Theory and Channel Selection
- Audit of the Participant's Current Channel Mix
- Information Overload and Attention Limits
- Tone, Trust and Misreading in Text-Based Exchange
- Security and Confidentiality Choices by Channel

Day 2: Virtual Communication Strategy for Dispersed Stakeholders

How should a leader plan who hears what, through which channel and how often?

- Stakeholder Mapping by Influence and Information Need
- Synchronous Versus Asynchronous Communication Rhythm
- Time Zone and Cultural Considerations in Scheduling
- Cascade Design Through Line Managers
- Channel Charter for the Leadership Team



Day 3: Designing and Chairing Remote Meetings

How does a remote meeting reach a clear decision rather than a long conversation?

- Meeting Purpose Test: Decide, Discuss or Inform
- Agenda Design and Pre-Reading Packs
- Chair, Facilitator and Note-Taker Roles
- Participation Techniques for Large Video Calls
- Decision Log and Action Follow-Up

Day 4: Writing for Digital Channels and Presenting on Camera

How does a senior leader write and speak with authority through a screen?

- Bottom-Line-First Structure for Executive Email
- Short-Form Updates for Collaboration Platforms
- Camera, Light, Sound and Framing Set-Up
- Voice, Pace and Eye Contact on Video
- Recorded Video Messages and Webinar Delivery

Day 5: Applying the Virtual Communication Strategy

Is the strategy measurable and ready to put into use?

- Reach, Understanding and Action Measures
- Applying the Day 1 Channel Audit to Priority Messages
- Building the Day 2 Rhythm Into a Quarterly Calendar
- Rehearsing a Day 3 Meeting and Day 4 Video Briefing
- Completing the Virtual Communication Strategy

Methodology

The programme combines structured exercises with case analysis and recorded practice. Participants audit their own channels, redesign a recurring meeting, rewrite real messages and record short video briefings for peer review. Cases come from public administration, energy and financial services.

- Suggested activity: Matching ten real leadership messages to the channel that suits each one.
- Suggested activity: Chairing a simulated remote decision meeting with an assigned decision log.
- Suggested activity: Recording a two-minute video briefing and reviewing it against agreed criteria.



Capstone Output

Each participant completes a virtual communication strategy for their area. It contains a channel audit, a stakeholder map, a communication rhythm, a channel charter, a redesigned meeting template and a short set of measures. It is presented to the participant's sponsor and used to set leadership team communication norms for the next quarter.

Frequently Asked Questions

Is leading through digital channels training suitable for senior executives?

Yes. It is set at strategic level for directors and senior officials who already lead dispersed teams or stakeholders, and assumes experience of chairing meetings and issuing organisational messages.

Which models support the digital channels and remote meetings programme?

It rests on Media Richness Theory, synchronous and asynchronous communication design, stakeholder communication planning and established meeting design practice.

How is the virtual communication strategy from remote meetings training used at work?

You can use it to agree channel norms with your leadership team, restructure recurring meetings and track whether key messages are reaching and being understood by dispersed stakeholders.