
Professional English for Senior Executives: Meetings, Negotiation and Presentations Training Course

24 – 28 May 2027
Casablanca





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Ref: 420_24743 **Date:** 24 – 28 May 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

Professional English for Senior Executives, covering meetings, negotiation and presentations, is the subject of this five-day training course for non-native English-speaking senior managers and directors at intermediate to advanced level, ending in a personal spoken and written English toolkit. Executives who work in English lose precision and authority when vocabulary, tone and structure fall short in high-stakes exchanges. The programme moves from principles of executive English, through diagnosis of personal language gaps, to design of phrases and structures, then to application in live scenarios. Mars Training Centre UK delivers this Professional English for Senior Executives programme for international leaders.

The Business Case

Senior executives are judged on how clearly they chair a meeting, hold a position in a negotiation and present a case to a board or client. When language limits their precision, decisions stall, misunderstandings spread and credibility suffers across borders. Executives who control structure, tone and vocabulary make their intent clear and keep discussions on course.

- Meeting Efficiency: Improves as agendas, summaries and interventions are expressed clearly and briefly.
- Negotiation Outcomes: Strengthen as positions, concessions and proposals are stated with precision.
- Stakeholder Confidence: Grows as presentations and written messages sound clear and credible.

Principles and Evidence Base

- Task-based language practice: It organises every session around a realistic executive task rather than isolated grammar.
- Structured peer feedback: It supports the review of spoken performance in Sessions 2 to 5.
- Spaced repetition of key phrases: It shapes the short, repeated drills used across all sessions.

Intended Participants

- Senior managers who chair or contribute to meetings held in English.
- Directors who negotiate with partners, suppliers or clients in English.
- Heads of function who present plans and results to international audiences.
- Executives who write emails and reports in English for senior readers.

The programme suits leaders in banking, energy, healthcare, logistics and public administration.



Learning Outcomes

1. Participants will be able to evaluate their own spoken and written English against the demands of executive tasks.
2. Participants will be able to construct clear, well-structured contributions for formal and informal meetings.
3. Participants will be able to justify positions and propose concessions in a negotiation using precise language.
4. Participants will be able to design a presentation with a clear structure and a confident delivery style.
5. Participants will be able to compose concise emails and short reports for senior readers.
6. Participants will be able to prioritise language habits that most improve their daily performance.

Programme Structure

Day 1: Professional English for Senior Executives Principles

What does executive-level English require, and where do you stand?

- Executive Register and Tone Guide
- Self-Assessment of Spoken Performance
- Business Vocabulary Mapping Grid
- Listening for Key Points Exercise
- Personal Language Priorities Sheet

Day 2: Diagnosing Language Gaps in Meetings

Where does language weaken your contribution in a meeting?

- Recorded Meeting Role Play Review
- Interrupting and Clarifying Phrase Bank
- Agenda Opening and Summary Frames
- Common Error Pattern Log
- Peer Feedback Rubric

Day 3: Designing Negotiation Language

Which phrases and structures help you hold a position and trade concessions?

- Position Statement Structures
- Concession and Conditional Phrase Bank
- Questioning and Probing Sequence
- Diplomatic Disagreement Formulas
- Negotiation Simulation Brief



Day 4: Designing Presentations and Written Messages

How is a message structured so a senior audience follows and acts on it?

- Presentation Opening and Signposting Pattern
- Visual Support Wording Guide
- Handling Questions Response Frames
- Concise Email Structure Template
- Short Report Layout Model

Day 5: Applying Executive English in Live Scenarios

Is the personal English toolkit ready for use in your own role?

- Applying the Session 2 Phrase Bank in a Chaired Meeting
- Testing the Session 3 Structures in a Negotiation Simulation
- Delivering a Session 4 Presentation With Peer Feedback
- Sequencing Language Habits by Impact
- Completing the Personal English Toolkit

Methodology

The programme uses a simulation method built on realistic meetings, negotiations and presentations. Participants prepare language for a task, perform it in small groups, receive structured peer feedback and repeat with improvements. Attention is given to structure, tone and clarity rather than to grammar rules in isolation.

- Suggested activity: Chairing a short meeting and summarising decisions in two minutes.
- Suggested activity: Negotiating a supply agreement using prepared phrase banks.
- Suggested activity: Delivering a five-minute presentation and answering challenging questions.

Capstone Output

Each participant completes a personal spoken and written English toolkit. It holds a phrase bank for meetings and negotiations, a presentation structure, an email and report template, a list of personal error patterns and a practice calendar with review points. The toolkit supports daily work and is reviewed with a colleague after the programme.

Frequently Asked Questions

Is professional English for senior executives suitable for my current level?

Yes. Professional English for senior executives suits intermediate to advanced speakers who already work in English and want greater precision and authority in meetings, negotiations and presentations.



Which practices does professional English for senior executives rest on?

Professional English for senior executives rests on task-based language practice, structured peer feedback and spaced repetition of key phrases.

How is the toolkit from professional English for senior executives used at work?

You use the personal English toolkit to prepare meetings, negotiations and presentations, draft emails and reports, and review your own progress with a colleague.

How does professional English for senior executives differ from a general English programme?

Professional English for senior executives centres on executive tasks such as chairing, negotiating and presenting, while a general English programme centres on everyday language and grammar.