
Leadership Communication and Storytelling

17 – 21 May 2027
Vienna





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Ref: 1013_688 **Date:** 17 – 21 May 2027 **Location:** Vienna **Fees:** 5500 GBP

Programme Summary

Strategic initiatives falter when managers fail to convey vision, priorities, and decisions with narrative clarity. Modern organisations demand that executives synthesise complex operational data into persuasive, concise messages that drive stakeholder action. This one-week masterclass in Leadership Communication and Storytelling equips managers with proven frameworks to structure strategic messages, design memorable business narratives, and command trust during decisive conversations. Participants refine core messaging techniques using inductive reasoning, audience analysis, and message architecture. This structured professional programme is delivered by Mars Training Centre UK.

The Business Case

Ineffective managerial dialogue creates ambiguity, misaligns functional divisions, and stalls critical organisational transformations. Organisations that invest in systematic communication capabilities gain competitive advantage through faster consensus, stronger employee engagement, and clearer market positioning.

- **Decision Velocity:** Accelerates organisational alignment by presenting critical insights through structured messaging.
- **Stakeholder Buy-In:** Secures cross-functional commitment for complex transformations through purposeful narrative architecture.
- **Cognitive Economy:** Minimises message fatigue by replacing dense slide decks with concise, decision-focused executive briefings.
- **Reputational Authority:** Elevates managerial credibility through polished vocal delivery, authentic presence, and structured responses under scrutiny.

Principles and Evidence Base

- **The Pyramid Principle:** Establishes rigorous top-down logic, placing core recommendations ahead of supporting evidence to maximise executive comprehension.
- **Narrative Architecture Frameworks:** Adapts classic dramatic structure and story arcs to translate operational data into meaningful strategic journeys.
- **Monroe's Motivated Sequence:** Directs five-step persuasive communication protocols designed to guide stakeholder groups from attention to decisive action.
- **Aristotelian Rhetorical Model:** Balances ethos, logos, and pathos to establish credibility, structural logic, and emotional resonance across diverse groups.



Intended Participants

- Divisional directors and general managers tasked with conveying organisational strategy to internal teams and external partners.
- Functional heads seeking to influence stakeholders and secure capital investment for enterprise projects.
- Transformation directors and project sponsors responsible for guiding operational shifts and cultural changes.
- Corporate affairs, investor relations, and strategic planning professionals delivering high-stakes corporate messaging.

The curriculum supports managers who regularly address governance committees, enterprise partners, and large workforce assemblies.

Learning Outcomes

1. Participants will be able to apply the Pyramid Principle to structure complex corporate briefings and executive memos.
2. Participants will be able to craft strategic business narratives that connect performance data to organisational purpose.
3. Participants will be able to influence stakeholders through targeted messaging calibrated to diverse audience motivations.
4. Participants will be able to deliver high-stakes presentations with vocal poise, executive presence, and physical command.
5. Participants will be able to formulate structured communications that simplify technical concepts for non-specialist decision-makers.
6. Participants will be able to manage adversarial scrutiny, hostile questioning, and operational resistance with composed dialogue.

Programme Structure

Day 1: The Pyramid Principle and Structured Thinking

How do managers organise complex analysis into sharp, top-down executive communications?

- Logic of Top-Down Structuring: Deductive versus Inductive Reasoning
- The SCQA Framework: Situation, Complication, Question, and Answer
- Governing Thoughts and Mutually Exclusive, Collectively Exhaustive MECE Groupings
- Structuring Concise Executive Summaries and Strategic Decision Papers
- Editing Out Cognitive Clutter and Unfocused Exposition

Day 2: Strategic Narrative Architecture and Story Craft

How are business facts and strategic visions transformed into compelling organisational narratives?



- Core Components of Executive Storytelling in Enterprise Contexts
- The Strategic Narrative Arc: Establishing the Status Quo, Inciting Disruption, and Resolution
- Data Humanisation: Translating Quantitative Performance Metrics into Human Realities
- Metaphor, Analogy, and Mental Models for Explaining Operational Complexity
- Developing Authentic Organisational Vision Stories that Rally Teams

Day 3: Stakeholder Influence and Executive Briefings

How do managers calibrate messaging to build consensus across fragmented stakeholder landscapes?

- Stakeholder Persona Profiling: Mapping Motivations, Risk Appetites, and Biases
- Persuasive Sequencing Using Monroe's Motivated Sequence
- Designing Visual Narrative Artifacts: Transitioning from Data Dumps to Strategic Visuals
- Calibrating Tone and Substance for Internal Committees versus Commercial Partners
- Framing Recommendations to Address Financial, Operational, and Cultural Priorities

Day 4: High-Stakes Presentations and Vocal Delivery

How do managers project authority, authenticity, and confidence during pivotal verbal briefings?

- Vocal Dynamics: Pace, Modulation, Strategic Pauses, and Projection
- Physical Ergonomics: Stance, Gaze Control, and Purposeful Gestures
- Overcoming Performance Anxiety and Maintaining Physical Presence
- Managing Audience Attention Spans in Hybrid and In-Person Environments
- Delivering Impactful Virtual Presentations and Town Hall Addresses

Day 5: Navigating Dissent, Pushback, and Dialogue

How do leaders maintain control and resolve friction during contentious Q&A sessions?

- Techniques for Handling Hostile Inquiries: The Bridge, Buffer, and Pivot Method
- De-escalating Emotional Pushback and Validating Counter-Perspectives
- Thinking on Your Feet: Rapid Message Architecture under Pressure
- Guiding Constructive Cross-Functional Debate toward Actionable Consensus
- Constructing an Ongoing Professional Communication Development Plan

Methodology

The course employs an interactive laboratory format combining diagnostic assessments, structured role scenarios, video-recorded delivery reviews, and peer feedback. Participants deconstruct real-world enterprise case studies and iteratively refine their personal messaging toolkits throughout the week.



- Suggested activity: Reframing a technical functional report into a one-page Pyramid Principle executive memorandum.
- Suggested activity: Recording and reviewing an executive storytelling pitch designed to launch a multi-million-pound change programme.
- Suggested activity: Conducting a live simulated Q&A drill to navigate contentious stakeholder objections under timed constraints.

Capstone Output

Each participant constructs an Executive Communication Portfolio containing a modular strategic narrative script, a one-page structured decision memo, and a personal delivery diagnostic profile. This output provides an immediately applicable framework for upcoming governance presentations, investor pitches, and internal town hall briefings.

Frequently Asked Questions

What frameworks govern the writing components of the syllabus?

The written modules focus heavily on Barbara Minto's Pyramid Principle and MECE structuring guidelines, ensuring documents provide immediate clarity and support rapid decision-making.

Is this programme focused purely on public speaking?

No. While verbal delivery is addressed on Day 4, the course balances cognitive message architecture, written strategic briefings, interpersonal dialogue, and narrative design.

How does the course address highly technical or analytical subject matter?

The curriculum provides specific translation models to help leaders convey complex data, statistical metrics, and technical architectures to varied non-technical audiences without diluting strategic substance.

Can participants apply their own real-world presentations during the practical exercises?

Yes. Participants are encouraged to bring upcoming strategic proposals, committee decks, or change initiatives to refine during the structured scenario workshops.