Mastering Communication for Influence and Impact Course

18 – 22 January 2027
Lyon (France)

UK Traininig
PARTNER



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Why This Course

In today's professional environment, strong communication is not only about speaking clearly. It is about influencing decisions, building trust, inspiring action, and creating meaningful impact across different audiences. Whether communicating with teams, senior leaders, clients, or stakeholders, the ability to deliver messages with confidence and purpose has become a core leadership capability.

Influential communication helps professionals express ideas with clarity, handle difficult conversations with confidence, and connect with others in a way that drives understanding and action. It also strengthens leadership presence, improves collaboration, and supports positive change across the organization.

This intensive 1-week course equips participants with advanced communication skills to increase their influence and impact in professional settings. Through interactive sessions, practical exercises, role plays, and real-world scenarios, participants will develop persuasive speaking techniques, active listening skills, storytelling ability, and a personalized communication style that reflects authenticity, confidence, and leadership presence.

What You'll Learn and Practice

By joining this program, you will:

- Develop a personalized communication style that strengthens leadership presence.
- Understand the psychology of influence and how it shapes communication outcomes.
- Master techniques for persuasive speaking and influential writing.
- Structure clear, compelling, and audience-focused messages.
- Use active listening and empathy to build trust and improve understanding.
- Communicate complex ideas clearly to different audiences.
- Use storytelling, metaphors, and visual techniques to inspire and motivate others.
- Manage difficult conversations, objections, resistance, and conflict.
- Communicate confidently in high-stakes and crisis situations.
- Build a practical action plan for continued communication growth.



The Program Flow

Day 1: Foundations of Influential Communication

- Understanding the psychology of influence in professional communication.
- Assessing your current communication style and impact.
- Building authenticity, confidence, and credibility.
- Core principles of persuasive messaging.
- Active listening, empathy, and emotional awareness.
- How communication shapes trust, engagement, and leadership presence.
- Practical exercise: Identifying your communication strengths and improvement areas.

Day 2: Crafting Impactful Messages

- Structuring clear and compelling arguments.
- Tailoring messages to different audiences, roles, and expectations.
- Using data, evidence, and examples to strengthen credibility.
- Balancing logic, emotion, and clarity in communication.
- Mastering nonverbal communication, tone, posture, and presence.
- Writing with influence for emails, proposals, reports, and executive messages.
- Workshop: Designing and delivering a persuasive professional message.

Day 3: Storytelling for Influence

- The power of narrative in leadership and professional communication.
- Crafting stories that create connection, meaning, and action.
- Using metaphors and analogies to simplify complex ideas.
- Visual storytelling techniques for presentations and digital communication.
- Adapting stories for different audiences and situations.
- Delivering stories with confidence, emotion, and authenticity.
- Practice session: Developing and presenting an influential story.

Day 4: Navigating Challenging Communication Scenarios

- Strategies for difficult conversations and sensitive discussions.
- Overcoming resistance, objections, and misunderstanding.
- Managing conflict through constructive communication.
- Building consensus across diverse perspectives.
- Communicating during pressure, uncertainty, and crisis situations.
- Maintaining professionalism and influence in emotionally charged conversations.
- Role play: Handling a high-stakes communication scenario.



Day 5: Amplifying Your Communication Impact

- Leveraging digital platforms for professional influence.
- Communicating effectively in virtual and hybrid environments.
- Developing a personal brand through consistent communication.
- Sustaining influence over time through trust, clarity, and follow-through.
- Creating a personal communication growth plan.
- Peer feedback and coaching for continued improvement.
- Final activity: Presenting your influential communication action plan.

Individual Impact

- Strengthen your confidence in speaking, writing, and presenting.
- Improve your leadership presence and professional credibility.
- Build stronger listening, empathy, and persuasion skills.
- Gain practical tools for communicating complex ideas with clarity.
- Enhance your ability to handle difficult conversations and high-pressure situations.
- Develop a personalized influential communication style guide.

Work Impact

- Improve collaboration and alignment across teams and stakeholders.
- Strengthen decision-making through clearer and more persuasive communication.
- Enhance leadership communication during change, challenge, and uncertainty.
- Reduce misunderstandings, conflict, and communication barriers.
- Improve stakeholder engagement and trust.
- Support a culture of open, respectful, and action-oriented communication.

Training Methodology

This program uses a highly practical and interactive approach to help participants apply communication skills in real professional situations. Learning methods include:

- Interactive discussions and guided facilitation.
- Self-assessment of communication style and influence.
- Role plays for difficult conversations and high-stakes scenarios.
- Practical exercises in persuasive speaking and influential writing.
- Storytelling workshops and presentation practice.
- Peer feedback and instructor coaching.
- Communication templates, checklists, and personal action planning tools.



Beyond the Course

Upon completion, participants will be equipped to communicate with greater confidence, clarity, and influence. They will return ready to:

- Apply a personalized communication style that strengthens leadership presence.
- Use persuasive speaking and writing techniques in daily professional interactions.
- Communicate complex ideas clearly to diverse audiences.
- Use storytelling to inspire action and build connection.
- Manage difficult conversations with confidence and professionalism.
- Continue developing their communication impact through a clear personal action plan.

