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COURSE BROCHURE

Advanced High Impact Communication Training Course

27 September – 8 October 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced High Impact Communication Training Course

Ref: 348_12110 **Date:** 27 September – 8 October 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Advanced High Impact Communication is a 2-week training course for managers, team leaders and professionals who present and influence, in which each participant builds a Stakeholder Communication Plan and delivers a high-stakes presentation to a simulated senior panel. Crowded inboxes, shorter attention spans and hybrid meetings mean a proposal now wins or loses in the first minute. Jupiter Prime Training delivers this course for experienced communicators.

Why High Impact Communication Matters Now

Three audiences shape how managers must communicate today. Senior decision makers give a proposal a few minutes and expect the recommendation first. Distributed colleagues meet mostly through screens, where tone, pace and visual clarity carry more weight than in a room. And clients or regulators read written briefings closely, so a vague sentence can cost credibility. Organisations whose managers communicate with structure and presence secure approvals faster and handle conflict before it escalates; those that do not repeat meetings and lose decisions to clearer voices. The course draws on the Pyramid Principle, the Situation-Complication-Question-Answer SCQA structure and the classical appeals of ethos, pathos and logos.

Who Gains Most from High Impact Communication

- Managers who pitch proposals and budgets to senior committees
- Team leaders who brief, persuade and align colleagues across functions
- Specialists who explain technical findings to non-specialist decision makers
- Client-facing professionals who present recommendations and handle objections
- Project leads who write status briefings and steering papers

A department gains most when several managers who present to the same leadership team attend together and return with one briefing structure and a shared standard for slides and papers.

High Impact Communication Capabilities

The outcomes trace a single message from the audience it must move, through its structure and delivery, to the conversation that follows it.

- Assess audience priorities, objections and decision style before drafting a message — sponsors and approval committees
- Design a recommendation-first storyline using the Pyramid Principle and SCQA — senior decision makers
- Apply voice, posture and pacing techniques that project executive presence — boards and client panels
- Build visual slides and one-page briefings that support the spoken argument — busy executives and reviewers
- Communicate difficult news and handle resistance in high-stakes conversations — affected staff and partners
- Specify a stakeholder communication plan with channels, timing and owners — project sponsors and change leads

Key High Impact Communication Terms

- Pyramid Principle — a writing and speaking structure that states the main conclusion first, then groups supporting arguments beneath it.
- SCQA — Situation, Complication, Question, Answer, an opening sequence that frames a problem before presenting the recommendation.
- Executive presence — the combination of composure, clarity and credibility that leads senior audiences to trust a speaker.
- Ethos, pathos and logos — the classical appeals to credibility, emotion and logic used to persuade an audience.
- Elevator pitch — a spoken summary of a proposal short enough to deliver in under a minute.
- Message house — a one-page frame holding a core message, three supporting pillars and the evidence behind each.

High Impact Communication Day by Day

Day 1: The Communication Landscape and Personal Baseline

- Communication Style Profile — Strengths and Blind Spots Under Pressure
- Attention Economy Trends — Why Audiences Decide Faster
- Recorded Baseline Presentation — Benchmark for Later Progress
- Credibility Audit — How Colleagues Currently Read Each Message
- Personal Communication Goals — Targets Agreed With Line Manager

Day 2: Audience Analysis and Stakeholder Mapping

- Audience Persona Canvas — Priorities, Fears and Decision Style
- Stakeholder Influence Map — Who Must Hear What
- Objection Forecasting — Anticipating Pushback Before It Arrives
- Cultural and Generational Signals — Adapting Tone Across Groups
- Channel Selection Matrix — Face-to-Face, Virtual or Written

Day 3: Structuring Persuasive Messages

- Pyramid Principle Storylines — Leading With the Recommendation
- SCQA Openings — Framing the Problem in Four Moves
- Message House Design — Core Idea and Three Pillars
- Evidence Selection — Data, Examples and Testimony That Persuade
- Elevator Pitch Drafting — One-Minute Versions of Proposals

Day 4: Persuasion and Influence Psychology

- Ethos, Pathos and Logos Balance — Calibrating the Three Appeals
- Reciprocity and Social Proof Principles — Ethical Use in Proposals
- Framing Effects — Gains, Losses and Reference Points
- Storytelling Arcs — Case Narratives That Make Data Memorable
- Call-to-Action Wording — Making the Next Decision Easy

Day 5: Executive Presence and Delivery

- Voice Projection and Pacing — Controlling Energy and Emphasis
- Posture, Gesture and Eye Contact — Non-Verbal Credibility Signals
- Managing Speaking Anxiety — Breathing and Preparation Routines
- Pause and Silence Techniques — Letting Key Points Land
- Video Feedback Review — Correcting Habits From Recordings

Day 6: Presenting to Senior Audiences

- Board-Style Briefing Format — Ten Minutes and a Decision
- Slide Design Principles — One Idea per Visual
- Data Visualisation Choices — Charts That Answer the Question
- Question-and-Answer Handling — Bridging, Parking and Conceding
- Virtual Presentation Craft — Camera, Screen Sharing and Engagement

Day 7: Difficult and High-Stakes Conversations

- Conversation Preparation Grid — Facts, Feelings and Identity
- Delivering Unwelcome News — Clarity Without Coldness
- De-Escalation Language — Calming Emotion in Tense Exchanges
- Assertive Disagreement — Challenging Seniors Respectfully
- Negotiation Openers — Positions, Interests and Options

Day 8: Written Briefings and Executive Papers

- One-Page Briefing Template — Purpose, Options, Recommendation
- Plain Language Editing — Shorter Sentences, Active Voice
- Email Escalation Structure — Subject Lines That Get Read
- Steering Committee Paper — Status, Risks and Decisions Needed
- Tone Calibration in Writing — Formal, Neutral or Warm

Day 9: Communicating Through Change and Crisis

- Change Announcement Sequencing — Who Hears First and Why
- Town Hall Facilitation — Managing Large Audience Questions
- Rumour Response Protocol — Correcting Misinformation Quickly
- Holding Statements — Speaking Before All Facts Are Known
- Feedback Loops — Listening Channels After Major Messages

Day 10: Practising the Stakeholder Communication Plan

- Audience and Stakeholder Mapping Clinic — Applying Day 2 Methods
- Storyline Rehearsal With Peer Critique — Applying Pyramid and SCQA
- High-Stakes Presentation to a Senior Panel — Applying Delivery Skills
- Difficult Conversation Role Play — Applying De-Escalation Language
- Stakeholder Communication Plan With Channels and Timing — Final Version

Applying High Impact Communication After the Course

- Rewrite the next proposal or steering paper in Pyramid Principle form and test it with a sponsor before the meeting
- Map the stakeholders of a live initiative, agree channels and timing in the communication plan, and record one rehearsal for self-review

High Impact Communication Questions FAQ

What is high impact communication and why does it matter now?

High impact communication is the skill of structuring and delivering messages that move senior audiences to a decision. It matters now because executives give proposals less time, hybrid meetings dilute presence and written briefings are judged quickly.

Which roles gain most from high impact communication?

Managers, team leaders and specialists who regularly present proposals, brief senior committees or handle tense conversations gain most. Client-facing professionals and project leads who write steering papers also benefit.

How does a high impact communication course differ from a basic communication skills course?

A basic course covers listening, clarity and everyday workplace exchanges. This advanced course works on persuasion structures, executive presence, senior presentations and high-stakes conversations, with recorded practice and feedback on your own real messages.

What do you bring back from a high impact communication course?

You bring back a stakeholder communication plan for a live initiative, a rehearsed presentation in recommendation-first form, templates for one-page briefings and a recorded record of your delivery progress.

High Impact Communication: The Way Forward

The Stakeholder Communication Plan first informs who hears about a live initiative, in what order and through which channel. The participant uses it with the project sponsor and communication colleagues, then rehearses the senior presentation it schedules. After its first use, the audience personas and the objection forecast are worth revisiting, since real reactions usually reveal concerns the first draft missed.