



MASTER CLASS

MC2603: Presenting to Executives:

HOW TO COMMUNICATE WITH CLARITY AND IMPACT



How You'll Benefit:

- Deliver clear, concise, and complete messages that executives value.
- Quickly identify what executives want: the answer, the journey, and the ask.
- Adapt their presentation style to executive audiences and settings.
- Use proven frameworks (Quick Model and Pitch Model) to organize and deliver information.
- Build presence, confidence, and credibility when presenting to senior leaders.

Program Overview:

Presenting to executives requires more than sharing information—it requires influence. Executives expect presenters to be clear, concise, and credible, with a focus on what matters most to the business. This workshop equips professionals with the tools and confidence to meet those expectations. Participants will learn how to analyze their executive audience, prepare with purpose, and deliver messages that highlight the answer, the journey, and the ask. Through the Executive Quick Model and the Executive Pitch Model, they will practice structuring presentations that get to the point while still inspiring action. This course helps professionals develop the executive presence and communication skills needed to win support at the highest levels.

Agenda:

TOPIC 1

Executive Audiences are Different –

Understand executive culture and expectations.

TOPIC 2

Identify Your Situation & Goals – Define topic, audience, time, and objectives.

TOPIC 3

What Executives Want – Clarify the answer, the journey, and the ask.

TOPIC 4

The Executive Quick Model – Deliver clear, concise updates that get to the point.

TOPIC 5

The Executive Pitch Model – Present proposals with structure, logic, and impact.

TOPIC 6

Share Your Message – Practice and receive peer feedback.

TOPIC 7

Evaluate and Refine – Reflect, adjust, and improve delivery.

AI Coaching Experience:

Scenario 1:

Delivering Executive Project Updates: Practice using the Executive Quick Model to present project updates clearly and concisely, ensuring senior leaders understand the data and its implications.

Scenario 2:

Pitching Productivity Improvements to Leadership: Practice using the Executive Pitch Model to influence decision-makers, clearly presenting the need, proposed solution, and financial impact to secure approval.

Delivery Format:

Virtual

Duration & Structure:

2 hours

Up to:

30 participants