



Trainings & Workshops

## Engaging with Corporate Executives

This two day Masterclass offers an in-depth approach to effective communication with senior management and 'C' level board room executives. It combines a blend of theories, coupled with real-life scenarios and workshop sessions. The tutor is an internationally recognised communications expert and change manager, who has worked closely with 'C' level executives of companies both large and small. He is supported by an experienced communications executive who will be on hand to assist with one to one coaching and advice where necessary.

## Engaging with Corporate Executives

### A hands-on effectiveness course for experienced business professionals!

#### How is the workshop constructed ?

- practical theory about emotional intelligence & persuasion
- strategising communication
- infotainment and holding people's attention
- engaging on both an emotional and intellectual level
- seeing from an executive's perspective
- dynamic and engaging exercises and role-play
- combination of teaching coaching and knowledge sharing



#### After this day you will be able to:

- find the right way of bringing your message to an executive level
- create a strategy for your message
- build powerful presentations that stick
- adapt your message to the right audience
- improve your performance on executive level



#### Who is this course for?

Professionals and project managers working in dynamic and international environments where time is the key pressure

#### When and where?

This training takes place on Friday 24 and Saturday 25 May 2019, there will be another session on Friday 8 and Saturday 9 November 2019. This course will be held at the Brabantse Golf Club, Steenwagenstraat 11, 1820 Steenokkerzeel, Belgium.

#### Costs

The cost for the training is €1200 + VAT for the two days. There is an early-bird discount of €100 if your subscription is paid 30 days in advance of the training date.

The price for the training includes the course fees, meals and refreshments.

The training can be paid through the Vlaamse KMO-Portefeuille, who will provide a subsidy for 40% of the training cost. Please open an 'Opleiding' request on name of The Bayard Partnership cvba with the KMO-Portefeuille registration number DV.O220010. you can find details here: [www.kmo-portefeuille.be](http://www.kmo-portefeuille.be), but don't hesitate to contact us for more details and guidance.

You can find more information on <https://bayardpartnership.com/academy>, or by contacting us!

#### What our participants say about the course:



"I liked this course as it enabled me to understand how I could burrow into the minds of the executives I work with, how, in the space of a couple of minutes, I can ensure that the message that I want to be heard can be brought to their attention with the result that I had in mind. It is a course I highly recommend for any professional who comes across situations where an important topic needs to be brought to the attention of senior management". - Philippe Verborgt



"The course was very pragmatic and full of useful tips. For example we learned by Senior Executives to have very short attention spans and how it is important not only to focus on what is important for them to hear but how to hold their attention while telling it. During the course we had plenty of opportunities to practice in live sessions the theories we learned in the class room, this was especially useful when it came to managing change resistance". Erwin Verheyen



The Bayard Partnership

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