Leadership Communication and Storytelling

19 - 23 Jul 2027
Madrid

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Ref.: 1013_692 **Date:** 19 - 23 Jul 2027 **Location:** Madrid **Fees:** 5700 **GBP**

Leadership Communication and Storytelling is a 5-day course delivered by Mars Training Centre in London, Paris, Dubai, Rome, and New York — designed for senior leaders who want to communicate with the clarity, structure, and humanity their roles demand.

At senior level, most of what you achieve happens through communication. The strategy you set, the change you lead, the talent you retain, the trust you build — all of it depends on how well you speak, write, and tell stories. Yet senior-leader communication is rarely taught well. Most leaders default to dense, defensive prose or to inspirational generalities that say very little.

Across five days, you will examine the structures behind great senior-leader communication, practise high-stakes scenarios from board pitches to all-hands talks, and develop a personal communication style that is both clear and authentically yours.

What You Will Learn

By the end of this programme, you will be able to:

- Structure complex senior-leader communication using proven frameworks such as the Pyramid Principle and narrative arcs.
- Tell stories that connect strategy to human experience.
- Write briefer, sharper, more decision-useful documents.
- Speak with authority in boardrooms, all-hands meetings, and difficult one-to-ones.
- Adapt your communication style to different audiences without losing your voice.
- Handle tough questions, pushback, and hostile audiences.
- Coach the senior leaders around you to communicate better.
- Build a personal communication-improvement plan for the 90 days after the course.

How You Will Benefit

You will leave with a stronger communication toolkit and a clearer personal style, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can articulate strategy clearly across every level of the organisation.

Who This Programme Is For

This programme is designed for:

- Senior directors, vice presidents, and heads of function
- General managers and country managers
- Heads of communication, corporate affairs, and investor relations
- Family-business principals
- Senior public-sector officials
- Senior project, programme, and transformation directors

The seniority floor is director level and above.

How the Course Is Delivered

- Facilitator-led interactive sessions, balancing teaching with discussion and applied exercises.
- A balanced mix of theory, regional case studies, and applied exercises.
- Validated diagnostic and self-assessment tools.
- Applied exercises and personalised coaching throughout the week.
- A personal action plan built progressively across the week.
- Continuous personal feedback from your lead faculty.

The course runs in two separate single-language editions: an English edition delivered in English, and an Arabic edition delivered entirely in Arabic by native-Arabic faculty at every host venue. Sessions are held in London, Paris, Dubai, Rome, and New York.

Your Mars Certificate and Fee

On successful completion of Leadership Communication and Storytelling you will receive a Mars Certificate of Completion, issued by Mars Training Centre, our London-headquartered training provider. The certificate confirms the programme attended, the dates, the host city, and the lead faculty, and is presented to delegates on the final day of the course.

The standard fee is £4,950 per delegate for this 5-day programme, quoted and invoiced in pounds sterling. The fee covers all training and faculty time, course materials in digital and printed form, the Mars Certificate of Completion, daily refreshments and a buffet lunch, and a complimentary airport pickup and return transfer for delegates flying in to the host city. Group and early-booking discounts are available. Flights, visas, and hotel accommodation are not included, though Mars provides booking guidance and preferred-rate partner links.