

# THE STRATEGIC COMMUNICATOR

(TSC-SFw Course Ref: TGS-2023039345)

*Present with purpose.  
Influence with impact*

**\$S\$1,350\***

(before funding & GST)

**2 days + 1 Hour E-learning & 1 Hour Assessment**

Funding valid until  
October 2027

**\*Up to 70% SkillsFuture Subsidies (subject to terms & conditions)**



In today's complex and diverse workplace, it's not enough to have a good idea — you must be able to sell it clearly, confidently and persuasively to senior leaders and key stakeholders.

*"Mend your speech a little, lest you may mar your fortunes."*  
– William Shakespeare

The Strategic Communicator is a highly practical programme that equips you to design and deliver impactful presentations that win buy-in, drive decisions, and move people to action.

## IS THIS YOU?

You are a **manager, leader or HR practitioner** who:

- Presents regularly to senior management or boards
- Needs to secure approval for projects, budgets or initiatives
- Leads teams and must align stakeholders around a common direction
- Wants to speak with more confidence, clarity and structure
- Is ready to turn "updating slides" into strategic, influential communication

***If you recognise yourself in any of these, this course is designed for you.***

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## WHAT YOU WILL BE ABLE TO DO

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

- **Identify the essential components** of powerful presentations for senior management
  - **Clarify presentation objectives** and tailor your messages to different stakeholders
  - **Structure your content** using a clear 3-part flow (Introduction, Body, Conclusion)
  - Select and use presentation collaterals (slides, visuals, handouts) effectively
- **Choose the right delivery mode** for different audiences and settings
  - **Engage senior stakeholders** with techniques that hold attention and build credibility
  - **Handle questions and objections** with composure and professionalism
  - **Apply your learning** directly to a real work presentation, receive coaching and feedback, and improve future performance

## THE 4PS™ OF EFFECTIVE PRESENTATIONS

At the heart of the programme is a proven framework used with leaders across industries:

**Planning** – Clarify purpose, audience, outcomes and key messages

**Preparing** – Design a compelling storyline and collaterals that support your intent

**Practicing** – Rehearse delivery, refine flow and anticipate questions

**Performing** – Present with confidence, presence and impact to senior stakeholders

*You will experience and practise all 4Ps on your own **Action Learning Project** so the skills stick and transfer directly back to your workplace.*

## WHO SHOULD ATTEND

- Mid to senior-level managers and leaders
- HR & L&D practitioners championing strategic initiatives and change programmes
- High-potential talents being groomed for leadership roles
- Professionals who want to elevate their executive presence and influence

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## YOUR LEARNING JOURNEY

**Total Duration: 17 hours** (including 1 hour asynchronous eLearning and 2 hours of assessment)

**Pework – eLearning** covering a dipstick introduction to the 4Ps framework

**Session 1** – Essentials of Effective Presentations

**Session 2** – Presentation Skills, developing a personal action plan

**Session 3** – Practice and Present action learning project

**Session 4** – Targeted skills practice to reinforce new habits and confidence

### HOW YOU WILL LEARN

You will learn through a blend of:

- Facilitated learning & bite-sized eLearning
- Interactive discussions and peer learning
- Individual presentations with structured feedback
- Group coaching and reflection
- Real work-based Action Learning Project

### ASSESSMENT & RECOGNITION

- Oral presentations (individual)
- Written assessment (short-answer questions)
- Oral interview & document submission as evidence of learning and application

The course is aligned to the Skills Framework for Hotel and Accommodation Services, under:

- TSC Category: Business Development
- TSC: Business Presentation Delivery
- Proficiency Level: Level 5 – HAS-BIN-5077-1.1

### FACILITATOR PROFILE

Ravi brings with him, **over 34 years experience** in business management, leading teams, managing projects, managing change, business development and consulting with primary focus in Management and Leadership.

He has been involved in numerous projects both training and consulting, working with MNCs. His primary focus is in the area of Management and Leadership particularly communications, negotiations skills and emotional intelligence.



## CONNECT WITH US

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