

## MANAGEMENT DEVELOPMENT PROGRAMME

# Voice, Presence, and the Art of Leadership Communication



## Overview

Today's workplaces see communication as a leadership differentiator. Technical brilliance is easier to find; excellent communication is not. The leaders who rise are not always the most technically brilliant. They are the ones who command a room with their presence, tell stories that move people to act, hold their ground in difficult conversations, and project confidence even under pressure.

This intensive, hands-on, and practice-driven two-day programme is designed for leaders and aspiring leaders who want to make an impact in their organisation. You will build the communication skills and executive presence that define leaders who inspire confidence.

## Who Can Attend?

This programme is for mid- to senior-level professionals who want to lead with confidence. It is for Managers, Directors, Business Heads, and CXOs who know their communication can do more for their leadership than it currently does.

## Key Topics Covered

- Leadership Communication: Build the clarity, credibility, and connection
- Executive Presence: Understand what presence actually is
- Storytelling and Influence: Tell impactful stories that develop self and organisation
- Emotional Intelligence in Communication: Develop listening depth and adaptive communication style
- AI-Enhanced Communication: AI as a genuine preparation and rehearsal tool

## Prof. Sajit Mathews

Programme Director

Assistant Professor, Organisation and Leadership Studies, SPJIMR

### Mode of Delivery:

On Campus - Mumbai

### Duration:

2 Days

### Programme Dates:

Batch 1: 9 - 10 October, 2026

Batch 2: 19 - 20 March, 2027

### Programme Fees:

INR 25,000+GST

**10% Early Bird Discount and Group Discounts Available**

## Objective

By the end of this programme, participants will have:

- A clear understanding of their natural communication style
- Practical tools for public speaking and structured delivery
- Leadership stories: crafted, practised, and ready to use
- Sharpened listening skills and emotional intelligence
- A persuasion and influence toolkit
- The ability to project executive presence
- Confidence and tools to navigate difficult conversations
- A professionalised personal brand including LinkedIn presence
- AI to prepare, rehearse, and sharpen communication

## Pedagogy

Input always leads to practice and feedback. Practice of communication tools individually, in pairs, and small groups. Relevant reading material and reference materials. The programme sees communication as a trainable skill. Participants will be challenged to perform, observed with honesty, and given feedback that is specific, kind, and direct.

Pre-Work: Participants submit a short video story one week before the programme as the starting point of a personal journey that the programme tracks.

### Day 1: Finding Your Voice

- The Communication Audit: Video analysis discussion, peer mirroring, the intent-impact gap
- Public Speaking & Structured Delivery: fear, frameworks, live practice
- Storytelling with Purpose: story architecture, the leader's three stories, live delivery
- Interpersonal EQ: listening, empathy, reading the room
- Persuasion and Influence: Ethos, Pathos, Logos; stakeholder framing; AI as preparation tool

### Day 2: Showing Up as a Leader

- Executive Presence: gravitas, non-verbal intelligence, voice, posture, silence
- Presence Under Pressure: difficult conversations, feedback, crisis; AI as rehearsal tool
- Personal Brand & Leadership Narrative: elevator pitch, digital presence, LinkedIn professionalisation
- Capstone Part 1: Group presentations with structured peer observation
- Capstone Part 2: Individual faculty feedback, forward commitments, certificate

Each day closes with a 15-minute guided personal reflection.

## Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.

## Connect with Us

 +91 8422888063

 [mdp@spjimr.org](mailto:mdp@spjimr.org)

 [www.spjimr.org](http://www.spjimr.org)

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