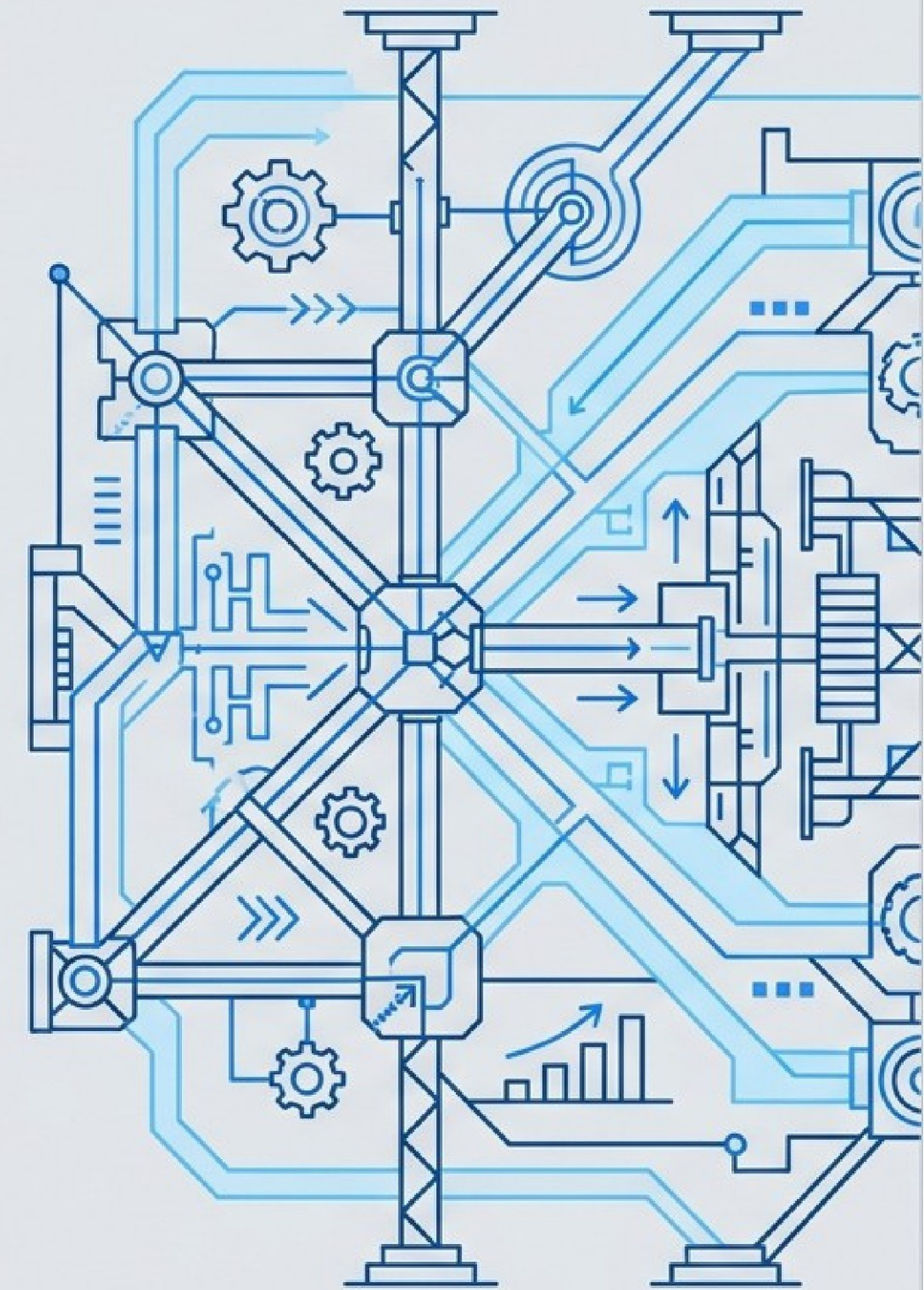
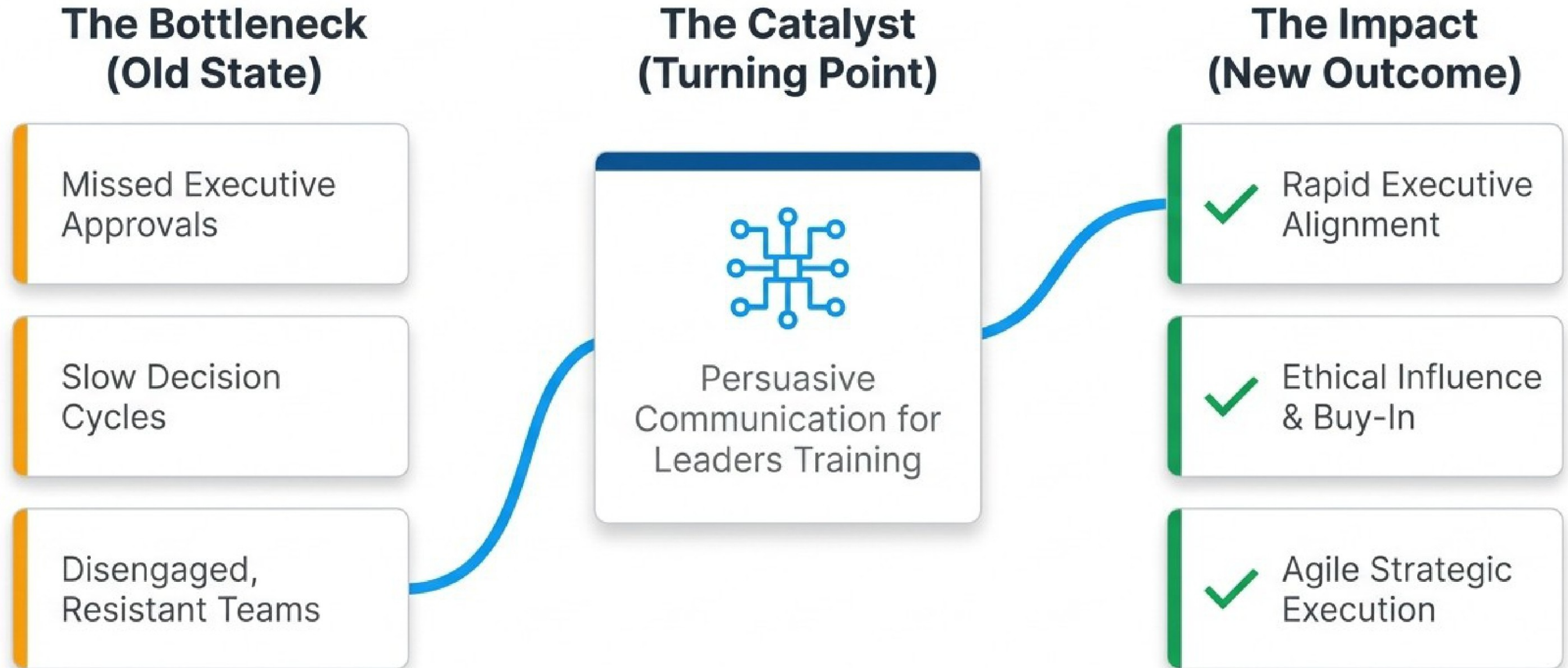


Persuasive Communication for Leaders: The Capability That Changes Everything

The ability to move people, win commitment, and inspire action separates leaders who get ideas approved from those who do not.



The Capability Activation Curve



Course At-a-Glance



**12-24
Hours**

Course Duration



**10
Languages**

Global Delivery



**3
Modes**

Virtual, On-site,
Off-site



10,000+

Vetted Global
Trainers



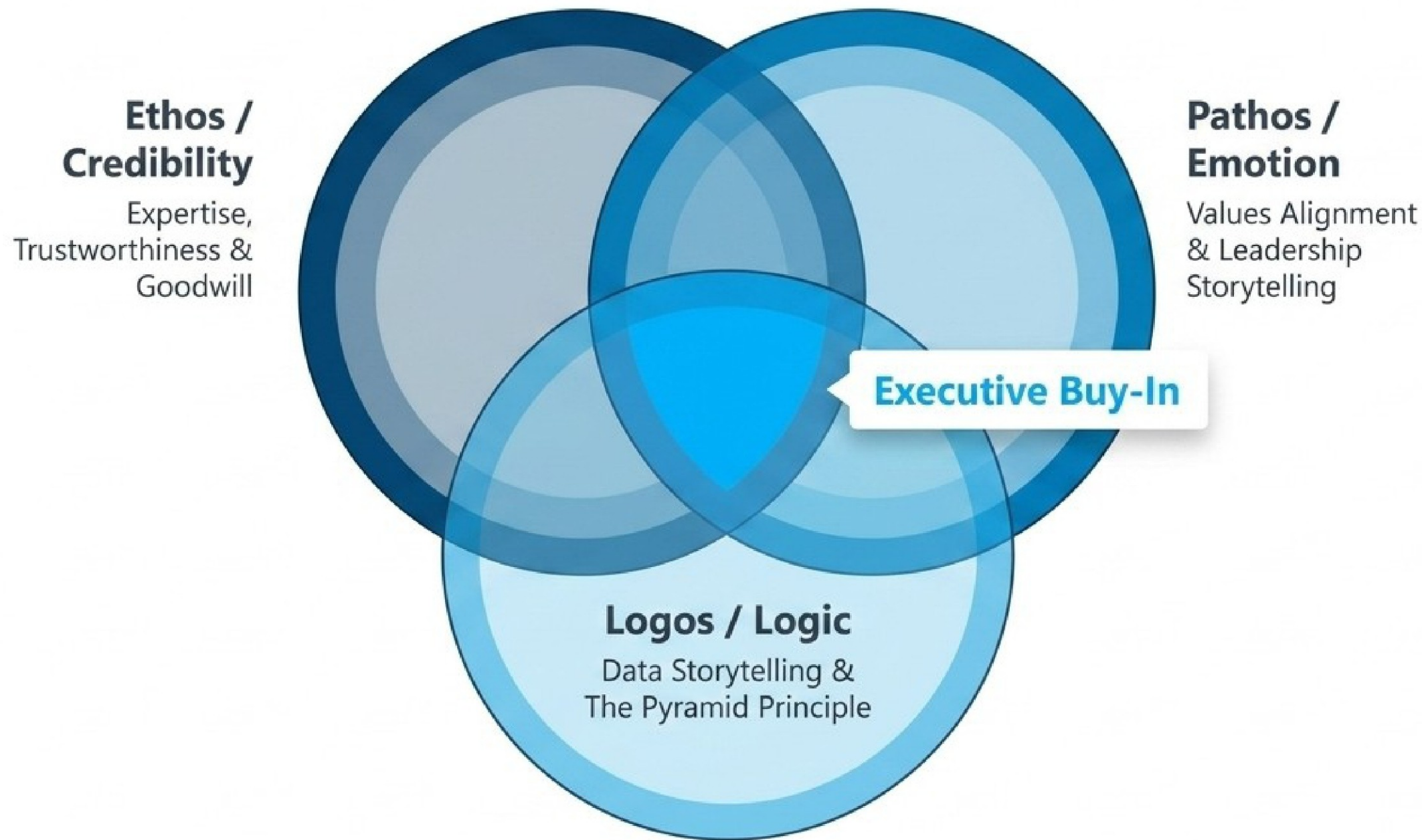
Certified

Certificate of
Completion

The Architecture of Influence: Curriculum Blueprint



The Persuasion Sweet Spot: Activating the Brain



Dual Process Theory:

Modern neuroscience validates that audiences require both logical structure and emotional resonance to lower psychological defenses and commit to action.

Diagnostic Matrix: Audience Analysis & Adaptation



Takeaway: Leaders learn to read the room in real-time and dynamically adjust their framework.

The Narrative Arc of Leadership

Why Stories Work: Narratives bypass cognitive biases and lower the defensive barriers that block purely rational arguments.



The Data Point

Start with raw evidence.



The Tension

Identify the problem-solution gap.



The Narrative Bridge

Wrap data in story to make numbers emotionally resonant.



The Resolution

End with a clear, confident call to action.

Process Flow: The Executive Pitch Blueprint



Problem

Secure executive attention in the first 60 seconds.



Solution

Apply the Pyramid Principle for top-down clarity.



Evidence

Present ROI, anticipate questions, and manage the budget conversation.

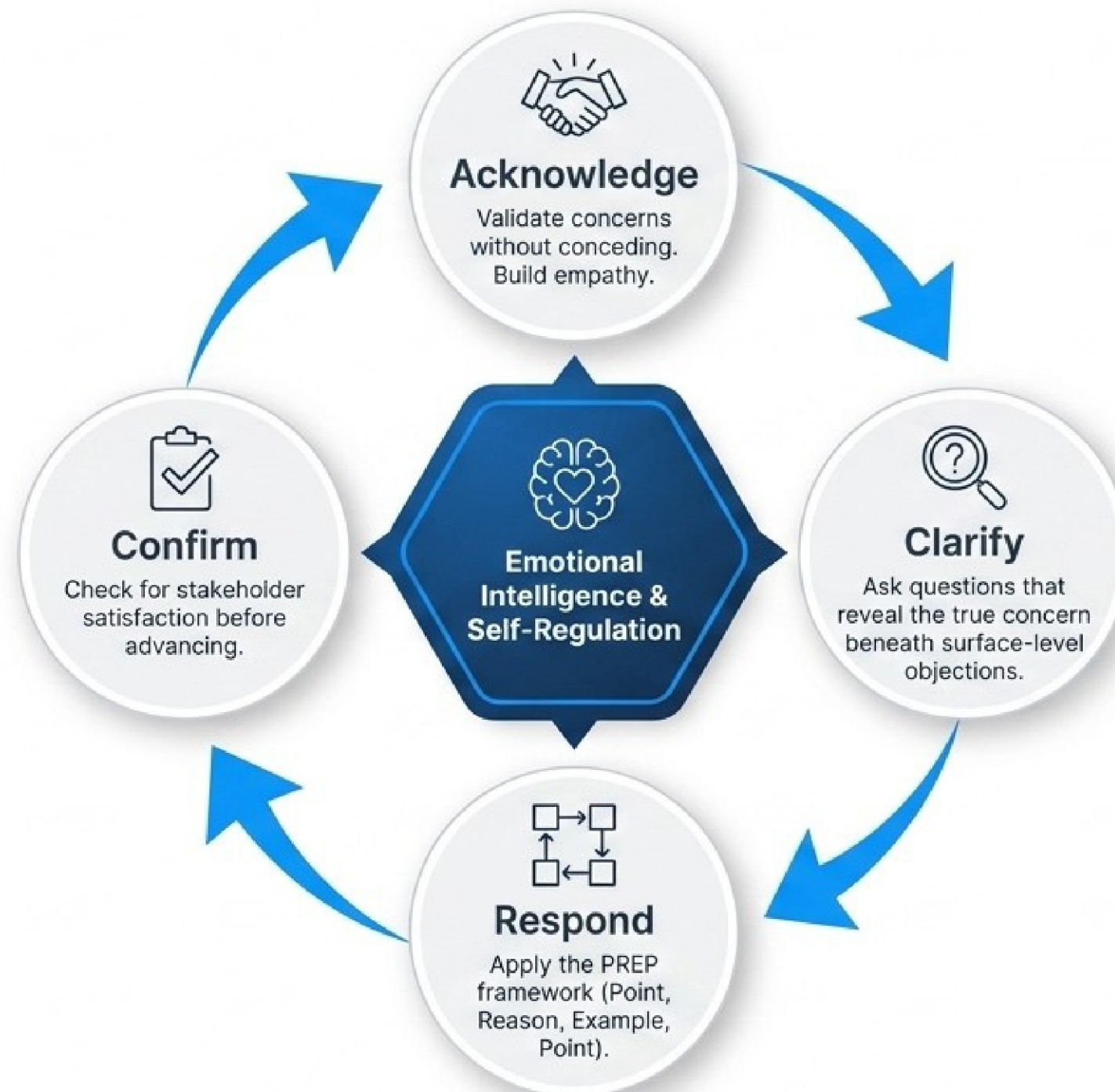


The Ask

Transition from persuasion to commitment. Secure a clear decision.

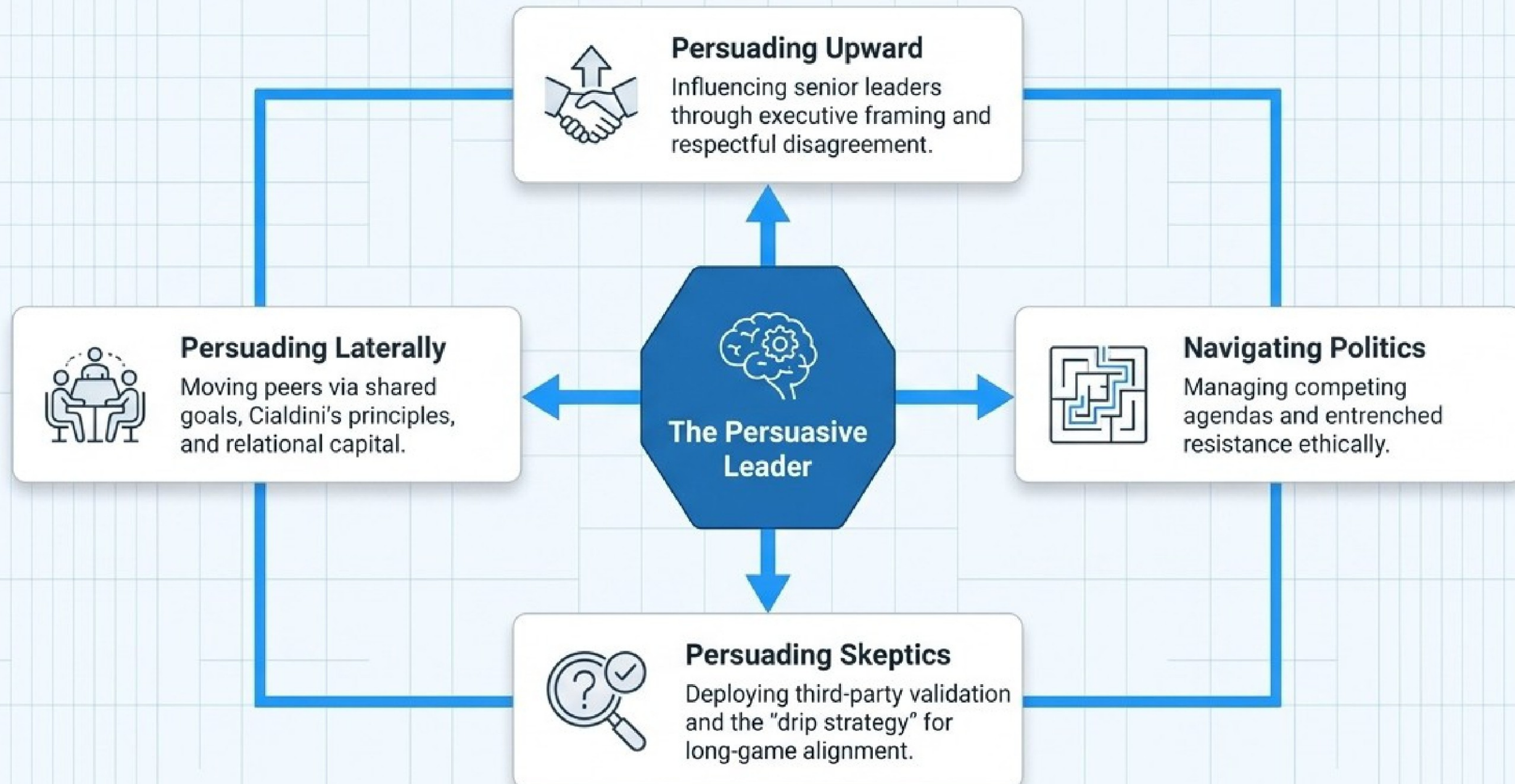
Persuasive Delivery Skills: Vocal confidence, strategic pausing, and commanding spatial presence.

The Resistance Management Loop



Objections are persuasion opportunities.
The course teaches leaders to maintain authority and de-escalate under pressure using the 4-step response model.

The Network of Influence: Leading Without Authority



Format Configuration: Built for Your Workforce

Virtual Instructor-Led	On-Site Face-to-Face	Off-Site Retreat
 Global reach	 In-house at your office	 Uninterrupted focus at a dedicated venue
 Easy scheduling	 Group exercises	 High retention
 Interactive remote tools	 Live demos	 Deep bonding
 Best for distributed teams	 Contextualized to your tools	 Signals executive commitment

Engineered for Global Enterprise Scale



Starter: 64 hours group training (120 licenses)

Growth: 160 hours group training (320 licenses)

Enterprise: 400+ hours group training (800+ licenses)

The ROI of Persuasive Leadership



Accelerated Decision Cycles

Drive faster executive approvals by applying the executive pitch structure and Pyramid Principle.



Cross-Functional Alignment

Unify diverse stakeholder values using audience analysis and collaborative framing.



Resilient Change Management

Persuade teams through organizational disruption using empathetic leadership storytelling.



Defused Organizational Friction

Turn hostile pushback into productive dialogue using the 4-step resistance management loop.

Proven Impact Across the Enterprise



Proposal approval rates across the cohort improved by 38% in the following quarter after applying storytelling and objection handling.

— Meenakshi B., VP of Talent Development, Global Professional Services Firm.



Our leadership team now secures cross-functional alignment 40% faster than before the program.

— Sudhir V., COO, Global Manufacturing Enterprise.



Three major strategic investments were approved in the next board meeting—the most in a single cycle in five years.

— Divyanka R., Head of Strategy & OD, Global Consumer Goods Group.

Configure Your Capability Rollout

Scale your training from small teams to enterprise-wide deployments.

Upload your CSV roster or configure your specific needs.

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ISO 9001:2015 Certified



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