



**A.A.D.S.**  
ACADEMY OF ARTS DESIGN & STRATEGY

# Communicate to Win Strategic Communication as Leadership Infrastructure

Business communication isn't about sounding confident.

It's about helping others see what you see.

This is not about sounding better.

This is about thinking, writing, and speaking in ways that move organizations.





# 01

## Introduction to the program

This masterclass is for people who already do great work, but want their ideas, proposals, and decisions to carry real weight.

Students will gain in-depth & clear mental model for strategic communication, language that resonates with executives and stakeholders, a repeatable proposal and pitch structure, confidence in speaking with intention, not performance, and practical tools they can use immediately at work.





# Key Takeaways

- A strategic communication philosophy.
- Enterprise-ready proposal and pitch frameworks.
- Confidence in high-stakes conversations.
- Language that earns executive trust.
- A communication system you can reuse across roles and industries.



# 03 Who Should Attend?

- 1 Senior Professionals
- 2 Leaders
- 3 Consultants
- 4 Founders
- 5 Anyone writing proposals,  
responding to RFPs, or pitching work





# 04

## Our world class trainers



# Vivian Gomes

Vivian Gomes is the Co-Founder and CEO of SHNORH (USA), internationally well known Futurist Design Leader, Innovation Evangelist, Certified IBM Design Thinking Coach, UXQCC Trainer, Certified Adult Education Trainer and Google Sprint Trainer.



Vivian is a Board member at UXQCC (Austria) and a UX Design mentor on Google for Startups, initiating innovation within organizations to lead and foster a collaborative environment. He teaches digital transformation using design thinking methods. He has set up global design centres & design research labs in India, EUROPE, Asia, UK, Middle East and USA. He has mentored professionals in industries such as fintech, BFSI, retail, oil & gas, smart cities, analytics, data Science, healthcare, eComm, delivery, startups, wearables, AR/VR, AI, voice, engineering and the automotive industry.





# 05 Unique Learning Experiences

Just like a real classroom which is moderated by a teacher who's there to answer your questions, our virtual classroom simulates this experience enabling you to retain and apply all that you learn practically in real time.

## Digital Classroom

- Every class takes place in a live video call with an instructor.
- Multiple virtual rooms are created to allow teams to plan, practice and discuss.
- Trainer and mentors are available during class hours and office hours for guidance.

## Collaborative Learning

- Students are placed in teams and are given business relevant projects to work on.
- Projects are designed to encourage teamwork, collaborate, lead and solve real-world problems.

## Apply what you learn

- Assignments designed to challenge and help learn genuine understanding of concepts.





# 06

## Program Curriculum





## Module 01

### Communication as Strategy

- Communication as power, not polish
- Why expertise alone doesn't scale
- How leaders shape reality through language

#### ASSIGNMENT

Audit a recent conversation or proposal that failed to land.

## Module 02

### Writing for Decision-Makers

- Executive reading behaviour
- Structuring proposals for action
- Tone, brevity, and hierarchy
- Eliminating over-explanation

#### HANDS-ON

Rewrite a real proposal or document.





## Module 03

### Speaking to Influence

- Speaking as leadership behaviour
- Designing emotional outcomes
- Managing nerves through clarity
- Holding space in difficult conversations

#### PRACTICE

Live speaking drills with feedback.

## Module 04

### Selling Ideas and Transformation

- Selling outcomes, not services
- Framing change without resistance
- Communicating risk and ROI
- Saying less with more impact

#### CASE ANALYSIS

Enterprise communication breakdowns and wins.





## Module 05

### Strategic Communication in Organizations

- Influencing without authority
- Communicating across functions
- Handling pushback and ambiguity
- Designing repeatable communication systems

#### FINAL DELIVERABLE

A Strategic Communication Playbook  
(personal or organisational).

## Module 06

### The Long Game

- Communication as leadership infrastructure
- How strong communicators scale faster
- What to unlearn to stay effective
- Building trust over time





# 08 About A.A.D.S.

Refining the digital learning experiences, Academy of Art, Design and Strategy (A.A.D.S) training programs are specifically aimed at today's rapidly changing industrial landscape. We aim to provide individuals with the skills required to create their own design thinking process, customized for their environment, using all AI and non AI tools available at their disposal.

Providing a traditional learning experience in a digital environment - Our mentors believe in a synchronous, hands-on approach to education. We provide a traditional university learning experience, simulated with the help of appropriate digital tools. All our programs include one-on-one mentor sessions, interactive digital classrooms, monthly assessments, and follow-up office hours.





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