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.

02

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

Our world class trainers

Aadhya K

Aadhya K is an award winning design leader, mentor and facilitator. She is very passionate about Design Sprints, being trained by the author of the methodology, Jake Knapp himself. Aadhya applies the fine art of designing delightful experiences to overcome biases and create a better world through applied design.

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.

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

San Francisco, USA

Regd. No. 1155629

1390, Market Street, 200 San Francisco, CA, USA