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

Communicate to Win

Strategic Business Communication

Business communication isn't about sounding confident.
It's about helping others see what you see.

Here you will leave with clarity, confidence, and communication reflexes you can use immediately.

01

Introduction to the program

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

Students will achieve an awareness & 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.

02

Key Takeaways

- Understand what strategic communication actually is.
- Learn why good ideas fail to land in business environments.
- Communicate value without over-explaining.
- Structure proposals and pitches with clarity and intent.
- Speak with confidence rooted in thinking, not performance.

03

Who Should Attend?

1 Working Professionals

2 Leaders

3 Designers

4 Consultants

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

Why Communication Fails in Business

- Information vs meaning
- Why expertise often creates noise instead of clarity
- The cost of unclear communication in business
- Speaking as self vs speaking for impact

Module 01

LIVE DEMO

- Overloaded, jargon-heavy introduction
- Clear, human, connection-driven introduction

Reflection: Which one earned trust and why?

Strategic Communication Fundamentals

- Communication as perception design
- Intention before words
- Audience context and cognitive load
- The difference between explaining and influencing

FRAMEWORK INTRODUCED

The Strategic Communication Lens
Who is this for, What do they need to decide & What should they feel confident about next?

Module 02

Quick Speaking Exercise: Same sentence, different intention.

Proposals That Move Decisions

- Proposal as decision-making support
- Structuring clarity for executives
- Tone, hierarchy, and trust
- Writing to be understood, not admired

Module 03

EXERCISE

Proposal Arc Sprint

Participants build a 1-page proposal using:
Executive Summary, Challenge, Solution,
ROI, Plan & Next Steps

Stakeholder Communication & ROI

- Executive vs operational lenses
- Presenting ROI without defensiveness
- Selling transformation, not deliverables
- Knowing when to stop talking

EXERCISE

Stakeholder Pitch Battle

Teams present the same idea:
To an executive, To a technical peer & To a
user-facing role

Group reflection on clarity and persuasion.

Module 04

Module 05

Speaking With Clarity and Presence

- Presence without performance
- Pauses, pace, and intention
- Confidence through clarity
- Designing how your words land

CLOSING REFLECTION

What will you communicate differently next week?

About
A.A.D.S.

07

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