

# Team Performance Under Pressure



Tailored programmes that strengthen commercial influence, strategic communication, and visible authority under pressure.

## How We Help Organisations Perform Under Pressure

High-performing organisations rarely lack talent. The challenge is ensuring capable people can communicate, influence, and perform effectively under pressure:

- Client meetings
- Leadership visibility
- Strategic communication
- Commercial conversations

That is where executive presence drives results.

### Key Four Areas We Support Clients

#### Commercial Communication for Technical Teams

We help technically credible leaders communicate with clarity, influence commercially, and build trust in high-stakes client environments

#### Strategic Communication for Senior Teams

We help senior leaders communicate strategic direction with clarity, conviction, and impact. Greater alignment. Stronger leadership presence. Faster execution.

#### Sales and Account Management

We help commercial teams build trust quickly, communicate value clearly, and sell on value rather than price. Trusted advisor presence. Storytelling. Stronger client conversations. Better win rates. Engaging client pitching.

#### Talent Pipeline Development

We help high-potential talent build executive presence, commercial credibility, and leadership authority in high-visibility environments. Boardroom readiness. Internal succession strength. Reduced external hiring dependency.

Trusted by Leaders at:



## Built on the Four Pillars of Executive Presence

### Mindset, Stakeholder Influence, Visual & Vocal Presence, Commercial Credibility

Our programmes help organisations strengthen leadership communication, influence stakeholders, improve commercial effectiveness, and perform under pressure.

### Commercial Development for Technical Leaders

#### Challenge

- Technically credible leaders who struggle to influence commercially.
- Over-explaining complexity.
- Reduced authority in high-visibility conversations

#### Capability Shift

- Executive presence
- Commercial influence
- Clear value communication
- Composure under pressure.

### Strategic Communication for Senior Leaders

#### Challenge

- Unclear strategic messaging
- Low buy-in across teams
- Mixed messages from leadership

#### Capability Shift

- Clear strategic narratives
- Leadership presence
- Communication that drives alignment
- Audience-specific messaging

### Sales and Account Management

#### Challenge

- Commercial conversations driven by price rather than value
- Weak value articulation
- Low trust in key conversations

#### Capability Shift

- Trusted advisor presence
- Value based commercial conversations
- Storytelling and stakeholder engagement

### Leadership and Talent Pipeline

#### Challenge

- High-potential leaders lacking executive-level visibility
- Reduced authority in senior environments
- Over-reliance on external hiring

#### Capability Shift

- Executive communication
- Presence under pressure
- Commercial credibility
- Strategic influence

## What Clients Say About Working With C4S Global

*"C4S helped our leaders communicate with greater authority, influence stakeholders more effectively, and perform better in high-pressure environments."*

**- Director, Data Centre Solutions CBRE**

**97.8 Net Promoter Score - a level rarely seen in executive training  
Based on 1000+ senior leader reviews 2020-2026**

### How We Develop Performance Under Pressure

We combine behavioural psychology, neuroscience, practical application, and pressure testing to help individuals and teams communicate, influence, and perform more effectively in high-pressure environments.

Our programmes focus on practical workplace application and measurable behavioural shifts across technical, commercial, and client-facing teams.

To support long-term capability development, we offer coaching, live sustainment sessions, and on-demand learning resources following delivery.

### Mark and Sandy de Stadler, Co-Founders of C4S Global

Together, we have spent more than two decades helping organisations strengthen communication, influence, and performance in high-pressure environments

We work across sectors including real estate, technology, finance, media, hospitality, and professional sport, and we bring a practical understanding of the stakeholder dynamics, commercial pressures, and communication challenges teams face at senior levels.



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