

Strategic Communication for Technical Teams

Speak So Clients and C-Suite Listen—Without Dumbing It Down

Who Should Take This Course?

- Software Engineers, Developers, Data Scientists, and Architects
 - Tech Leads, Solution Designers, and Product Engineers
 - Technical SMEs who interact with clients, business teams, or executives
 - Project team members in client-facing or cross-functional roles
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Course Objectives

By the end of this course, participants will:

- Present technical information with clarity and strategic intent
 - Translate complex ideas for non-technical stakeholders without oversimplifying
 - Improve storytelling and data visualization for stronger business impact
 - Gain confidence in handling C-level conversations and client discussions
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3-Day Detailed Course Structure (12 Modules)

Day 1: Translating Complexity with Clarity

- ◆ *Module 1.1: The Communication Gap – Why Tech Messages Get Lost*

- Understand why brilliant ideas often fail to land
- Analyze your default communication zone (Tech, Business, Strategy)
Activity: Communication Style Mapping

♦ **Module 1.2: Know Your Audience – The Strategic Filter**

- Adapting content for business, users, and leadership
- Shifting from features to outcomes
Activity: Audience Reframing Drill

♦ **Module 1.3: Strategic Structuring of Ideas – Pyramid Principle & SBAR**

- How to package technical recommendations persuasively
- Minto Pyramid, SBAR, and logical flow techniques
Activity: Pitch Redesign Lab

♦ **Module 1.4: Making the Message Stick – Simplicity Without Oversimplifying**

- Striking a balance between accuracy and accessibility
- Avoiding jargon traps and data overload
Activity: Simplify This! Group Challenge



Day 2: Storytelling, Visuals & Executive Presence

♦ **Module 2.1: Storytelling for Technical Impact**

- Structuring use-case stories for decision-making
- Shaping narratives for product updates and risk alerts
Activity: The 90-Second Tech Story

♦ **Module 2.2: Visual Communication – Show It, Don't Just Say It**

- Designing effective technical slides, dashboards, and infographics

- Visual storytelling through data
Activity: Slide Surgery: Redesign a Slide for Impact

◆ **Module 2.3: Presenting to Non-Tech Audiences & the C-Suite**

- What CxOs want to hear (and what they don't)
- Strategic executive presence in virtual and live settings
Activity: Executive Roleplay – Defend a Tech Proposal to the Board

◆ **Module 2.4: Confidence & Presence for Technical Speakers**

- Body language, voice control, and handling nerves
- Framing questions and steering high-pressure discussions
Activity: Practice Clinic with Peer + Coach Feedback

 **Day 3: Influence, Alignment & Action**

◆ **Module 3.1: Leading Technical Conversations That Drive Action**

- Moving from information-sharing to influence
- Framing trade-offs and risks with clarity
Activity: Influence Game – From Recommendation to Action

◆ **Module 3.2: Collaborative Communication Across Functions**

- Bridging tech, design, ops, and sales teams
- Avoiding miscommunication traps in cross-functional projects
Activity: Scenario Simulation – Alignment Without Conflict

◆ **Module 3.3: Handling Tough Questions & Objections with Poise**

- Strategies for staying composed under pressure

- Tools for managing skepticism and pushback
Activity: Rapid Fire Objection Handling Drill

◆ ***Module 3.4: Capstone Presentation + Clarity Toolkit***

- Deliver a full technical presentation to a simulated panel
- Receive structured feedback + certification
Activity: Final Presentation + Strategic Clarity Checklist