

SPOKESPERSON & SPEECH WRITING

Leadership Communication & Speech Crafting Excellence: From Vision to Impactful Messages

A two-day programme in leadership communication & speech crafting, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This programme helps leaders translate strategy, change and organisational priorities into messages people can understand and act on. Participants practise communicating vision, explaining decisions, engaging employees and tailoring messages for different stakeholder groups.

What participants will learn

- 01** Communicate strategy in a clear, human and actionable way.
- 02** Build alignment during organisational change and uncertainty.
- 03** Adapt leadership messages for employees, boards, partners and the public.
- 04** Strengthen trust through consistent, two-way communication.

Who should attend

Senior management, department heads, change leaders, HR and internal communication teams, corporate affairs professionals and public-sector leaders.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Turn complex plans and performance information into plain-language explanations and practical implications.

Detailed programme

Day 1 - Foundations & Core Skills

01 Leadership Narrative & Strategic Intent

- Clarify the vision, business context, key priorities and meaning for different audiences.

02 Translating Strategy into Clear Messages

- Turn complex plans and performance information into plain-language explanations and practical implications.

03 Speech Crafting for Leadership Moments

- Prepare messages for town halls, annual meetings, launches, recognition events and major announcements.

04 Communicating Change & Difficult Decisions

- Explain what is changing, why it matters, what is known and how people will be supported.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Stakeholder Mapping & Message Adaptation

- Tailor emphasis and detail for employees, boards, customers, partners and community stakeholders.

06 Listening, Dialogue & Employee Questions

- Use listening methods, Q&A formats and feedback loops to understand concerns and respond constructively.

07 Leadership Address Workshop

- Develop and deliver a leadership message based on a realistic organisational scenario.

08 Communication Alignment & Action Planning

- Build a message cascade, identify communication owners and define indicators for understanding and engagement.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Turn complex plans and performance information into plain-language explanations and practical implications.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

admin@isds.com.my | +60 18 392 1671 | Course page

Contact: Daud Ibrahim | ISD Solution