Soft skills

Presenting to and Convincing an Executive Committee

One day to obtain a decision from an executive committee. Participants learn to build a file that opens with the request, present options, figures and risks in ten minutes, brief decision-makers before the meeting and handle difficult questions. Each person works on a real file, such as an investment, a certification project or a reorganisation, and presents it to a simulated committee.

Duration : 1 day

Objectives

1. Identify what an executive committee expects from a presentation: a decision to take, options, measured risks
2. Build a message that starts with the request and supports it with three arguments
3. Design plain supporting material: one idea per slide, readable figures, a one-page summary note
4. Brief decision-makers beforehand and anticipate their objections
5. Lead the question-and-answer session and close on a decision or a next step

Programme

Day 1 — morning

• How an executive committee decides: limited time, trade-offs between projects, sensitivity to risk

• The pyramid message: the request first, three arguments, evidence in the appendix

• Presenting options rather than a single solution: gains, risks, lead times, resources

• Exercise: rewrite the opening of your file in three sentences

Day 1 — afternoon (workshop)

• Decision documents: slides, readable charts, a one-page summary note

• Preparing the meeting: who to consult beforehand, which objections to remove, what agenda to secure

• Difficult questions, interruptions, disagreement between committee members: keeping the thread

• Workshop: presentation of your file to a simulated committee, recorded and analysed

Teaching methods

• Work on a real file brought by each participant: investment, certification project, recruitment, reorganisation

• Simulated committee made up of the other participants, each playing a director (finance, production, sales)

• Video recording of the presentations, with participants' consent, and group analysis

• Review grids for slides and summary notes

• Option to invite a member of the company's management to sit on the simulated committee

Assessment and documents

Knowledge test and a presentation assessed in front of the simulated committee, post-training evaluation at D+1. Numbered certificate verifiable online for each participant; training report given to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To work on voice, posture and nerves in front of any audience, the two-day course “Public Speaking and Impactful Presentations” is complementary. To keep the project moving after the meeting, see “Moving Your Projects Forward in the Organisation”.

Practical information

Duration	1 day
Audience	Managers, project leaders, QSE managers and technical experts who need to present a file to management
Prerequisites	Have a file to present, real or recent
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

How is this different from “Public Speaking and Impactful Presentations”?

Public speaking develops the speaker: voice, posture, nerves, structure, before varied audiences. This day addresses a specific case: getting a decision from executives who have little time and expect options, risks and a clear request.

Do participants need to bring a real file?

Yes, preferably one to be presented in the coming months. Sensitive data can be altered: what matters is the structure of the decision being requested.

Can a senior executive take part in the workshop?

Yes. A member of management can sit on the afternoon’s simulated committee. Their questions and feedback show directly what they expect from a presentation.

Is this course suitable for technical experts?

Yes. Maintenance, quality, safety or IT managers often need to translate a technical subject into risk, lead time and outcome for management: it is one of the central exercises of the day.