



BUSINESS & OPERATIONS · EXECUTIVE PROGRAM

Speak to Lead

Message framing, presence, and delivery for leaders who speak in complex settings. Two days in the classroom, three individual tutoring sessions, real cases.

The message is clear in your head. The work is making it land.

Speak to Lead is an executive program that works on three things at once: framing the message (what to say, to whom, in what order), presence (how a leader holds the room, in person and on screen), and delivery (voice, pace, language, questions). Two days in the classroom with real cases, peer challenge, and feedback, followed by three individual online tutoring sessions on each participant's upcoming communications. Designed and delivered by Logosnet for the international leadership of a major energy group, in editions across several countries with faculty on site.

2

DAYS IN THE CLASSROOM

3

INDIVIDUAL
ONLINE TUTORING
SESSIONS

4

LANGUAGES: EN, IT,
FR, PT

THE PROBLEMS WE SOLVE FOR LEADERS AND THE ORGANIZATIONS THAT RELY ON THEM

01 — HIGH-STAKES AUDIENCES

Teams, partners, authorities, communities: every message counts

Leaders in operations speak to very different audiences, often in a second language, with little time to prepare. Framing the message for each audience, and rehearsing it, is what separates a clear briefing from a misunderstanding.

02 — GENERIC TRAINING

Public-speaking courses teach techniques, not your next speech

Participants come back with tips and no practice on what they actually have to say. Speak to Lead works only on real cases: the town hall next month, the board update, the meeting with the authorities.

03 — NO FOLLOW-UP

Two good days, then nothing until the next event

What is learned in the classroom fades without practice. Three individual tutoring sessions, and rehearsal with an AI counterpart between them, keep the work going until the real communication is delivered.

TARGET AUDIENCE

Country managers, site and asset managers, heads of function, project leaders, and high-potential managers in energy, industry, infrastructure, and international organizations; leaders who represent the organization with partners, authorities, and local communities.

FORMAT

Two consecutive days in the classroom, groups of 8–12, faculty on site; three individual online tutoring sessions in the following weeks. English, Italian, French, or Portuguese. Optional rehearsal with e-REAL Conversation Mastery between sessions. Editions delivered at the client's sites, internationally.





INSIDE SPEAK TO LEAD

Your message. Your audience. Your next real speech.

01 Day one: the message

Each participant brings a real communication they have to deliver. Framing, audience, structure, key messages, and the questions they will face. Short deliveries, peer challenge, and feedback from the faculty.

02 Day two: presence and delivery

Voice, pace, body, and attention, in person and on video. Handling difficult questions and stakeholders. Every participant delivers again, filmed, and reviews the recording with the group.

03 Three tutoring sessions

Individual online sessions in the following weeks, each on a real upcoming communication. Preparation, rehearsal, and feedback, until the message is ready.

04 Rehearse between sessions

With e-REAL Conversation Mastery, participants rehearse with an AI counterpart playing their audience, in their language, and get feedback before the real event.

WHAT YOU GET

Real cases

Every exercise is a communication the participant must deliver.

Filmed practice

Deliveries recorded and reviewed with the group.

Individual tutoring

Three sessions on upcoming communications.

AI rehearsal

Conversation Mastery between sessions, optional.

Start with one group

Choose one group of 8–12 leaders and the communications they have ahead in the next three months. We run the two days at your site, in the language you choose, followed by the three tutoring sessions. Then we look together at how the real communications went.

PROVEN IN THE FIELD

Speak to Lead has been designed and delivered by Logosnet for the international leadership of a major energy group, in several editions across different countries with faculty on site, for leaders who communicate with partners, authorities, and communities in complex settings. Client references on request.

WORKS WITH CONVERSATION MASTERY

The same scenarios can be rehearsed in e-REAL Conversation Mastery: an AI counterpart plays the audience, in the participant's language, with feedback on the conversation before the real event.

LET'S TALK

Book a call on www.e-real.net
or propose a group of leaders for a first edition.

CONTACT

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e-REAL[®]
by LOGOSNET

