



# Communicate with Clarity

Masterclass & Course

## 2 **Speak the language of executives, engineers, and your team, without losing your message.**

### **What this addresses**

Design leaders need to present with executive presence, adapt messaging for different stakeholders, and navigate conflict without burning relationships.

This programme gives you structured communication frameworks, stakeholder adaptation techniques, and conflict navigation tools to handle resistance, objections, and difficult conversations.

You'll learn how to pitch to non-creatives, influence executives, and manage pushback without compromising design integrity or damaging relationships.

Built for mobility design leaders navigating cross-functional friction, OEM politics, and high-stakes presentations.

### **Who this is for**

Design leaders who need to present with executive presence, adapt messaging for different stakeholders, and navigate conflict without burning relationships.

**Suitable for: Emerging Leaders, Established Leaders, Senior Leaders**

**Contact for pricing and availability**



# What you walk away with

# How this applies to design

## Structured communication for leadership presentations

- Build clear, persuasive presentations for executive audiences
- Lead with the headline, support with evidence, end with the ask
- Handle Q&A and objections with confidence and clarity

## Stakeholder adaptation and influence

- Adapt messaging for designers, engineers, executives, and procurement
- Translate design decisions into language each stakeholder values
- Influence without authority across cross-functional teams

## Conflict navigation and difficult conversations

- Address resistance and pushback without escalating tension
- Navigate critical conversations (performance, politics, pushback)
- Repair relationships and rebuild trust after conflict)
- Present design proposals to engineering and brand leadership
- Navigate supplier negotiations and procurement challenges
- Handle executive pushback on timelines, budgets, or creative direction
- Manage cross-functional friction between design, engineering, and marketing
- Deliver difficult feedback to team members or stakeholders

# Masterclass Curriculum



3 days | Intensive, high-impact | Ready to use Monday morning

## Day 1

### Structured Communication & Executive Presence

- **Building leadership-level presentations**

Lead with the headline: what, so what, now what.  
Structuring arguments with evidence and impact.  
Handling Q&A and objections with confidence.

- **Executive presence and delivery**

Voice, posture, and presence in high-stakes moments.  
Managing nerves and building confidence.  
Reading the room and adapting in real time.

- **Case studies: Successful (& unsuccessful)**

What worked, what didn't, and why.  
Group discussion and application to your context.

## Day 2

### Stakeholder Adaptation and Influence

- **Adapting messaging for difference audiences**

Speaking to designers: inspiration, craft, vision.  
Speaking to engineers: constraints, feasibility, trade-offs.  
Speaking to executives: outcomes, ROI, strategic alignment.

- **Cross-functional influence without authority**

Building alliances and navigating organisational politics.  
Influencing procurement, finance, and brand.  
Translating value into language stakeholders understand.

- **Workshop: Pitch to non-creatives**

Practice presenting design proposals to different stakeholder types.  
Peer feedback and refinement.

## Day 3

### Conflict Navigation & Difficult Discussions

- **Handling resistance and pushback**

Identifying the real issue behind objections.  
De-escalating tension and finding common ground.  
Navigating political dynamics without compromising design integrity.

- **Difficult conversation frameworks**

Performance conversations, feedback, and accountability.  
Addressing conflict with peers and stakeholders.  
Repairing relationships after difficult moments.

- **Role-play: Practice navigating conflict**

Simulated difficult conversations with peer feedback.  
Action planning for live challenges.

## What's included

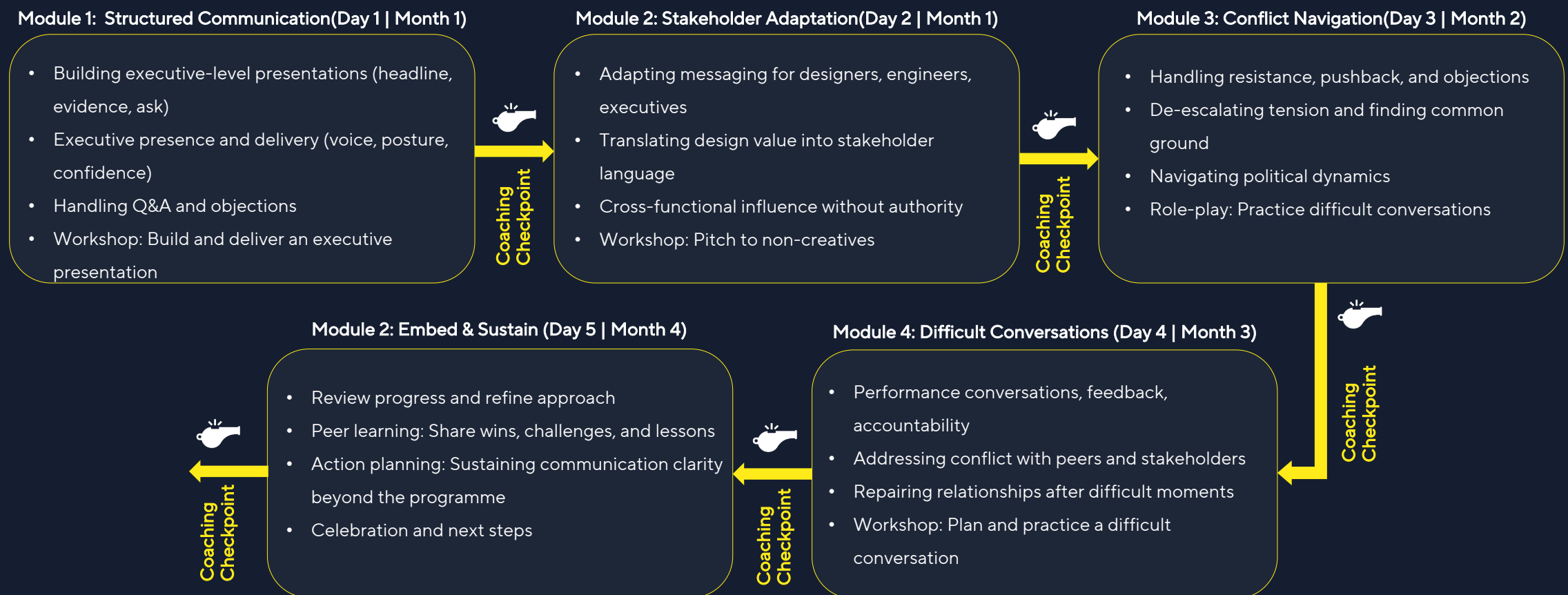
- All learning materials and frameworks
- Case studies and templates

- Memory cards
- Post-programme access to resources

# Course Curriculum



5 days over 4 months + coaching | Deep capability development | Behaviour change



## What's included

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- Case studies and templates
- Memory cards
- Post-programme access to resources

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For bookings and  
inquiries, drop us a  
line.

Spaces are limited  
per quarter.  
Plan your capability  
today.