

Program guide · Executive communication

Executive Communication Program

For senior technology professionals who already speak English at C1–C2 level and want to communicate with more authority, precision and impact.

LEVEL

C1 – C2

STRUCTURE

**12 weeks · 8
competencies**

INVESTMENT

\$45 / session

fluentintechcoaching.com/professional-communication

This is not an English course.

Participants already have advanced English. The program turns that proficiency into clear, authoritative, concise and persuasive communication in senior corporate environments: the meetings, presentations, negotiations and hallway conversations where careers are decided.

Language work is embedded inside real professional scenarios rather than taught as grammar or vocabulary lists. You work on the exact situations in front of you, rehearse them, get feedback, and then do them again.

CORE COMPETENCIES

Eight areas of executive communication.

1 • Executive presence & authority

Confidence without aggression; strategic pauses, emphasis and pacing; fewer qualifiers; disagreeing without losing authority.

2 • Concise communication

Bottom line up front (BLUF); executive summaries; answering the question asked; turning complex explanations into short, structured messages.

3 • Meetings & executive discussions

Taking the floor; interrupting appropriately; asking high-value questions; challenging assumptions; summarizing decisions.

4 • Persuasion & stakeholders

Building arguments; framing recommendations; gaining buy-in; handling objections; influencing without authority; communicating trade-offs.

5 • Difficult conversations

Giving and receiving feedback; pushing back; saying no; managing conflict; escalating problems; discussing missed deadlines.

6 • Presentations & storytelling

Strong openings; narrative structure; explaining technical concepts simply; presenting data; handling Q&A.

7 • Networking & spontaneous conversation

Introductions and small talk; moving to substantive discussion; talking about work naturally; exiting gracefully.

8 • Cross-cultural communication

Direct vs. indirect styles; diplomatic disagreement; understatement; humor; reading what is implied, not only what is said.

From “less effective” to “more executive”

Small changes in phrasing change how senior people hear you. These are the patterns we practice until they become automatic.

LESS EFFECTIVE	MORE EXECUTIVE
“I think maybe we could potentially consider changing the approach.”	“I recommend changing the approach.”
“Sorry, maybe I didn’t explain this correctly.”	“Let me clarify the point.”
“This won’t work.”	“I don’t think this approach will work given the current constraints. I’d recommend X instead.”
“I just wanted to ask if you maybe had some time to look at this.”	“Have you had a chance to review this?”
“I’m not sure, but I think the deadline might be difficult to meet.”	“I don’t think we can meet the deadline with the current scope.”
“I don’t agree with this.”	“I see it differently. My concern is that...”
“That’s impossible.”	“That isn’t feasible under the current constraints.”

Six communication patterns

01

Remove unnecessary hedging: maybe, perhaps, I think, potentially, just.

02

Replace apology with clarification: “Let me clarify...”

03

Replace bluntness with professional disagreement.

04

Replace vague language with a clear position: “We need additional resources.”

05

Replace excessive politeness with direct professionalism.

06

Add structure to complex thoughts: “There are three factors to consider.”

Twelve weeks.

WEEK	FOCUS
01	Communication diagnostic and personal objectives
02	Executive presence and authority
03	Concise communication and BLUF

WEEK	FOCUS
04	Meetings and participating in discussions
05	Disagreement and diplomatic language
06	Persuasion and stakeholder influence
07	Difficult conversations and conflict
08	Presentations and executive storytelling
09	Explaining technical topics to non-technical audiences
10	Negotiation and high-stakes conversations
11	Networking, small talk and spontaneous speaking
12	Executive simulation and final assessment

HOW A SESSION WORKS

Practice, feedback, then the second attempt.

TIME	WHAT HAPPENS
10 min	A communication technique or language pattern
15 min	Analysis of real examples
25 min	Role-play or professional simulation built on your situation
15 min	Targeted feedback
10 min	Repeat the scenario using the corrections
5 min	Your personal action point for the week

WHY THE SECOND ATTEMPT MATTERS

The goal is changed behavior, not just feedback. Every session ends with you doing the scenario again, better.

WEEK 1

The communication diagnostic.

The program starts with ten short exercises that show exactly where your communication is strong and where it loses impact.

EXERCISE	WHAT IT SHOWS
90-second self-introduction	Presence, structure, naturalness

EXERCISE	WHAT IT SHOWS
Explain a complex technical project	Clarity and audience adaptation
Give a recommendation to leadership	Conciseness and authority
Disagree with a senior stakeholder	Diplomacy and confidence
Handle an unexpected question	Spontaneity and composure
Give negative feedback	Difficult conversations
Negotiate a deadline	Persuasion and stakeholder management
Simulated meeting	Real-time interaction
Networking scenario	Small talk and conversational agility
5-minute presentation	Executive storytelling and Q&A

Progress is assessed across clarity, conciseness, authority, structure, persuasion, diplomacy, spontaneity, pronunciation and intonation, executive vocabulary, and cultural awareness.

INVESTMENT

Pricing.

Per session

\$45 / session

One-to-one on Google Meet. The full program is 12 weekly sessions.

Packages

5 sessions \$225 · 10 sessions \$450 (valid 3 months)

15 sessions \$675 · 20 sessions \$900 · 25 sessions \$1,125 (valid 6 months)

Invoices are available for employer reimbursement. Companies can book this program for several leaders. See the corporate programs on the website.

NEXT STEP

Start with a free call.

Tell Mark where you are now, where you want to be and what's in the way. You'll leave the call with a clear recommendation, whether or not you decide to work together.

BOOK

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