



THE ART OF SPEAKING

Stakeholder communications training for IT leaders

by PI Advisory



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The gap IT leaders rarely talk about

You have spent your career building technical expertise. You know what good looks like, you know the risks, and you know what the business needs. The problem is not knowledge. It is that the people in the room making the decisions do not have your context, do not share your language, and will not give you a second chance to land it once the moment has passed. That gap between what you know and what lands as a decision is a communication problem. It is also a learnable skill. Most IT leaders were never taught it properly. This programme exists to close that gap.

Why PI Advisory?

The methodology behind this course was developed and refined over 25 years, previously delivered to over 1,000 consultants at a leading management consultancy in the UK. This is not generic presentation training, it is a structured, proven approach used at the highest levels of professional services.

Iain Maclean and Paul Walton bring direct industry experience from IT Transformation, Big 4 consulting and Aerospace. They have worked in the rooms as you would expect any IT leader to present in, with the same stakeholders, the same budget pressures, and the same expectation to communicate complex technical decisions with clarity to non-technical leaders.

“As an engineer, I needed a structured, practical approach to communication – not fluffy inspiration. The SCQA framework was exactly that. I can now structure any talk, answer tough questions, and keep my audience with me from start to finish. It’s the most logical and effective speaking methodology I’ve encountered.”

Malcolm - Director of Solutions Engineering

Three areas of direct impact

Board and Stakeholder communications	Leading teams through change	Personal Career Progression
<ul style="list-style-type: none"> Translate technical complexity into clear, decision ready language for boards and senior stakeholders Structure arguments using the SCQA framework the same method used by top-tier management consultancies Win budget approvals and project sign-off with greater consistency 	<ul style="list-style-type: none"> Communicate with authority during transformation programmes where uncertainty is high and trust is fragile Hold a room - town halls, all-hands, difficult conversations, with structure and composure Project executive presence using the ABLE method (Appearance, Body Language, Location, Environment) 	<ul style="list-style-type: none"> Communication is the single skill that separates technically strong IT leaders from those who make it to C-suite Get recognised as someone who can lead at the next level

Course details

What is included	Investment
<ul style="list-style-type: none"> 2-day residential course Pre-course 1-2-1 coaching call (video) including personality assessment Day 1: practical skills and techniques Day 2: recorded video presentations with group feedback Post-course 1-2-1 coaching call (video) Overnight accommodation, all meals and refreshments included 	<p>£1500 per person</p> <p><i>All-inclusive. No additional costs</i></p> <p><i>Group bookings available - speak to Paul directly</i></p> <p>100% money-back guarantee</p> <p><i>One board presentation that fails to land and is delayed by a month costs more than this course fee before a single meeting is rescheduled.</i></p>

The business case for funding this

The cost of poor communication at IT leadership level is rarely visible on a balance sheet, but it is real. Consider three scenarios that are common in any IT function:

1. A board presentation fails to land. The project is delayed by a month pending resubmission. At Head of IT day rate equivalents, the cost of re-preparing and re-presenting typically exceeds the course fee before a single stakeholder meeting is rescheduled
2. A change programme loses the room. Research consistently attributes the majority of IT transformation failures to poor stakeholder communication, not technical execution. A leader who can hold a room through uncertainty reduces that risk materially
3. Budget approval stalls. Every cycle a business case goes back for clarification costs time across multiple senior people. One approval secured first time, on a project of any meaningful size, returns the course investment many times over

The investment is £1500. The cost of one avoidable miscommunication at senior level is typically far greater

To find out more or discuss group bookings, contact Paul directly - paulw@piadvisory.uk / 0795 405 9967