

# Strategic Leadership Communication – Influencing Through Dialogue

**Produktnummer**  
2026-3409SP

**Termin**  
07.07.2026 - 08.07.2026  
09:00 Uhr bis 16:30 Uhr

**Gebühren pro Teilnehmer/-in**  
700,00 EUR

Die VWA geht davon aus, dass der Arbeitgeber die Teilnahmegebühr sowie Reisekosten übernimmt.

This training develops a dialogue-oriented, goal-driven and persuasive communication style for a wide range of professional situations. Participants learn how to prepare conversations strategically, present arguments effectively and build – and maintain – a constructive relationship level.

## Inhalte

- Strategically planning and structuring conversations
- Persuasive and impact-oriented argumentation
- Active listening as a leadership and influence tool
- Managing objections and resistance effectively
- Practice conversations with individual feedback on personal impact

## Dozent

**Dr. phil. Alan Fortuna**  
Fortuna Communication, Tübingen

## Lernziele

Participants develop the ability to structure conversations strategically, communicate with clarity and impact, manage resistance effectively, and lead dialogues toward constructive outcomes.

## Zielgruppe

Leaders, emerging leaders and professionals with leadership responsibilities who aim to strengthen their strategic communication skills and increase their impact in challenging conversations.

## Ort

VWA Bildungshaus  
Wolframstr. 32  
70191 Stuttgart

## Kontakt

### Information

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### Konzeption und Beratung

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