

BITS
2026

> LEAD

INNOVATE

OPTIMIZE

MAKE IT MATTER IN THE C-SUITE

INSIGHTS FROM A
COMMUNICATIONS COACH

What's your influence style?

Stand up, and walk to the side that's your default tendency.

You have 1 minute

Warmth

Competence

Purpose:

Learn 3 keys to effective communication with Executive Audience

Benefits:

- Clarity in high-stakes moments
- Awareness of your impact
- More influence
- *NB: This is an interactive session - so be prepared to engage 😊*



Your facilitator, Sarah Lang



- Executive Leadership Coach
- University of Toronto Instructor
- Google, Mastery Faculty
- Instructor at KPMG, Rogers
Cybersecure Catalyst, Mastercard
- I'm here to support you to elevate your communication for greater impact.

3 Ingredients to Build Credibility and Impact



Voice: **38%**

Non-Verbal: **55%**

Content: **7%**

Source: Professor Albert Mehrabian

3 Keys

Voice

Sounding Like It
Matters

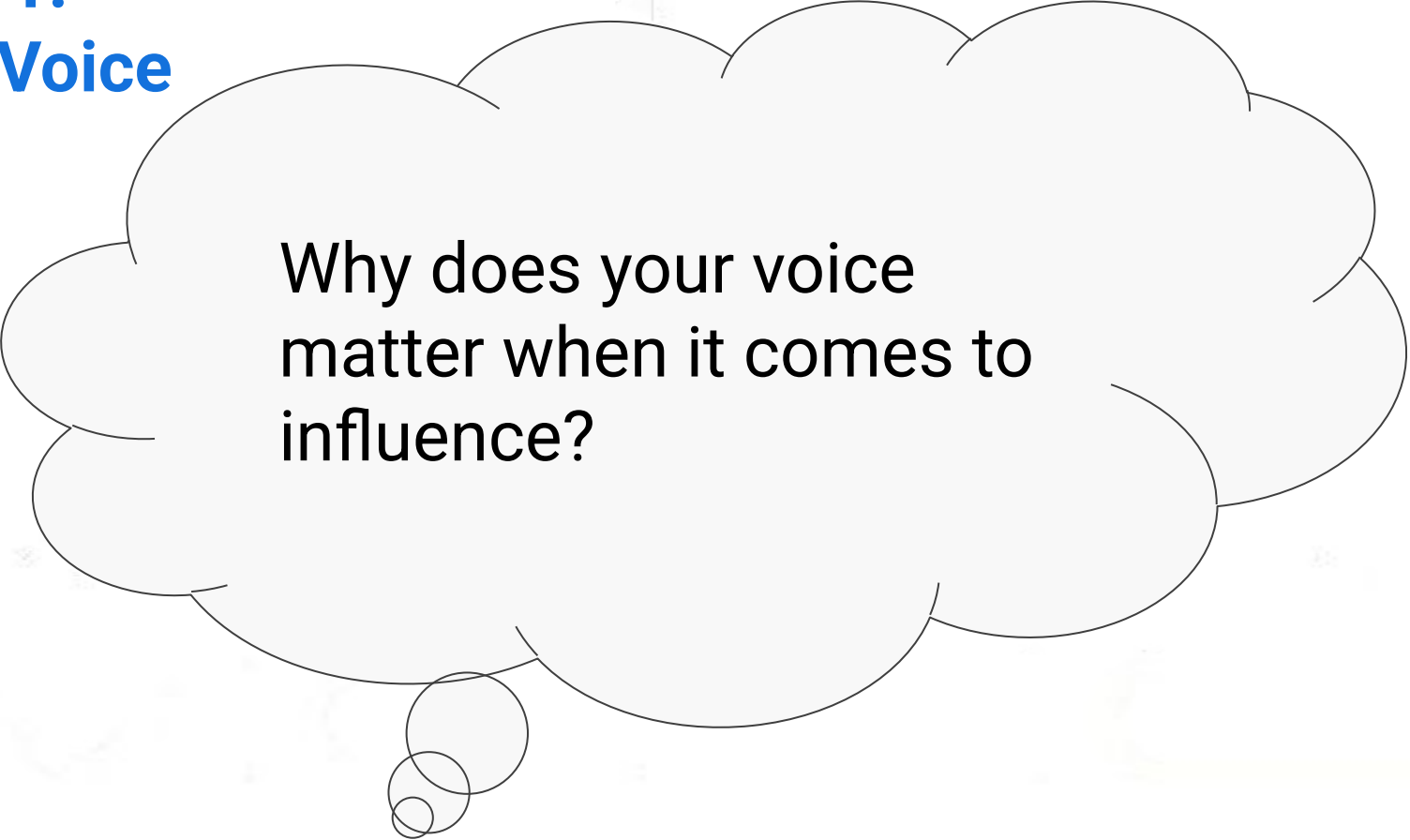
Non-Verbal

Confident
Signals

Content

What's In It
For Them?
(WIIFT)

Key #1: Your Voice



Why does your voice
matter when it comes to
influence?

How to use your voice for greater impact

- Pause
- Pitch
- Pace
- Tone
- **Sounding like your message matters; sounding like you care**



Find a partner, beside you

- Decide who will be “A”
- Decide who will be “B”



Vocal Power & Emphasis

“A” will speak. “B” will observe.

I didn't say she stole the money.

I *didn't* say she stole the money.

I didn't *say* she stole the money.

I didn't say *she* stole the money.

I didn't say she *stole* the money.

I didn't say she stole *the money*.

Vocal Warm Up
“B” will speak. “A” will observe.




*“I have something
important to share”*



“Your voice is a gift.”

Samara Bay

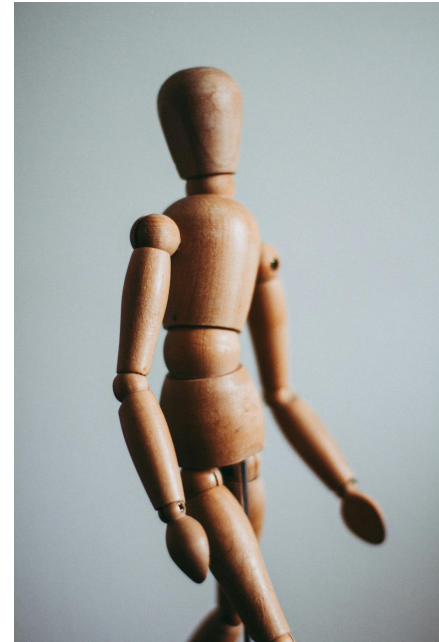
Key #2: Non-Verbal



What do confident non-verbal signals look like?

How to leverage non-verbal communication


- Basic Stance
- Grounding
- Gestures
- Eye Contact
- **Embodying the belief that your message matters**



Leaders bring the weather. (That means you, too.)

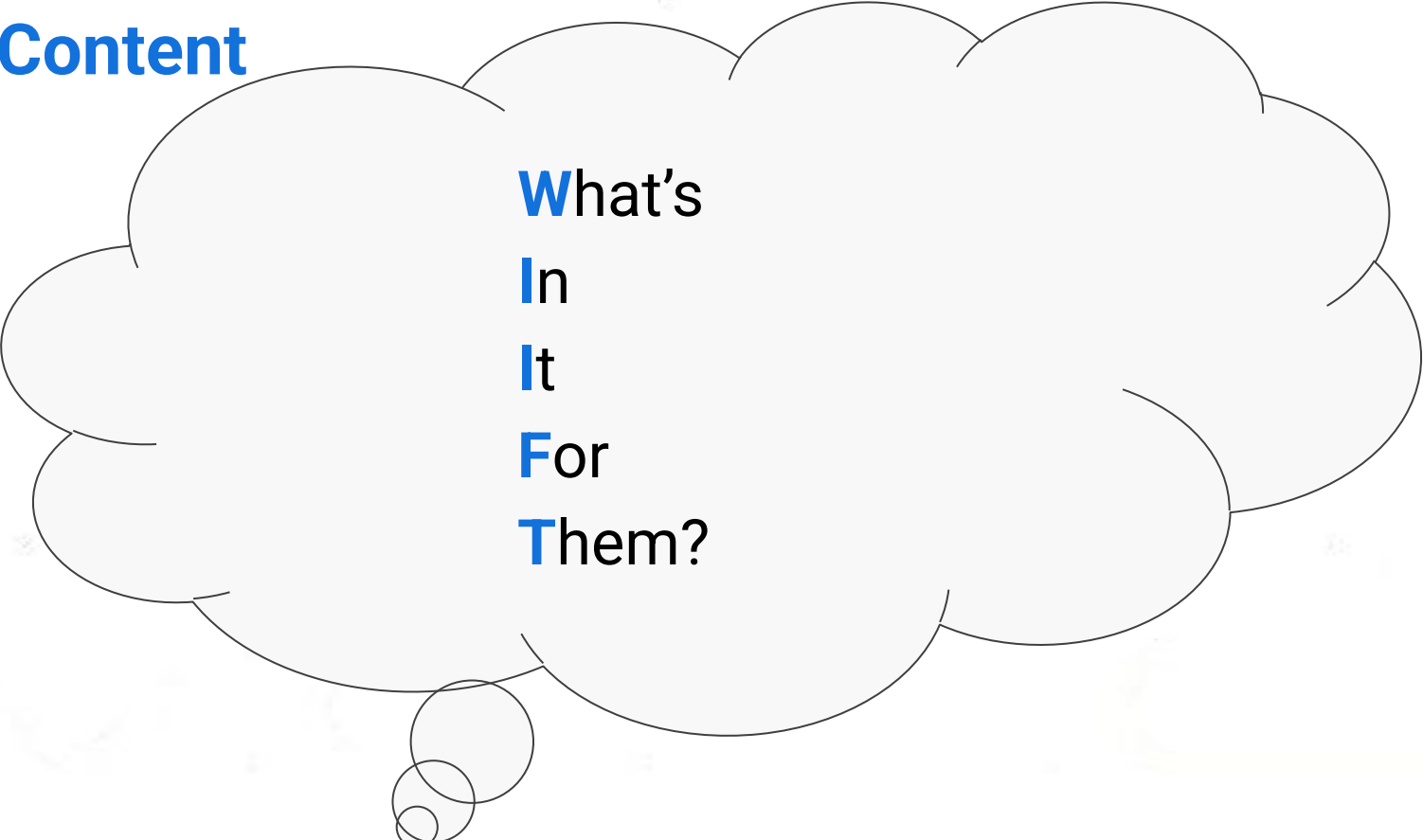


Key #3: Your Content



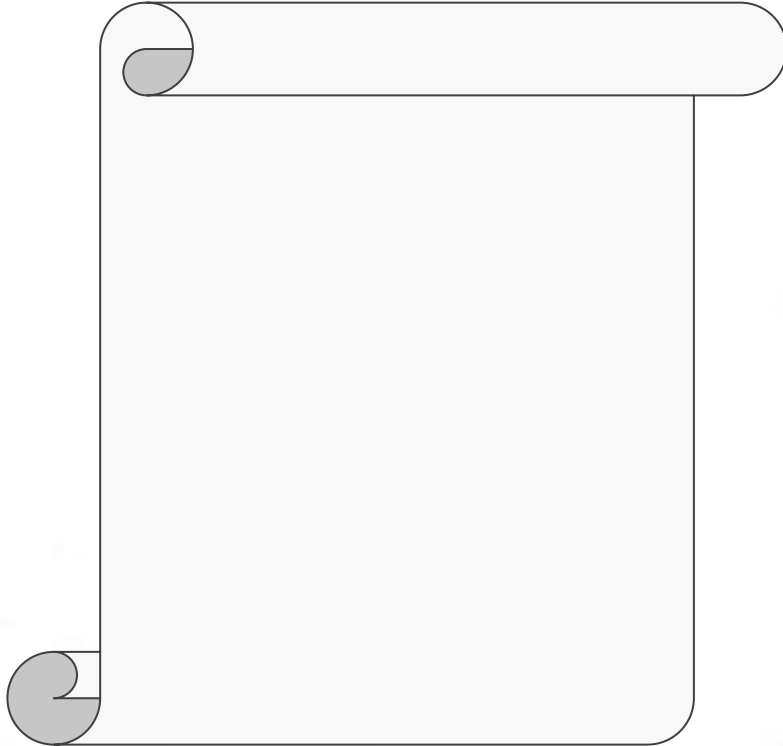
What is your executive audience listening for?

Key #3: Your Content

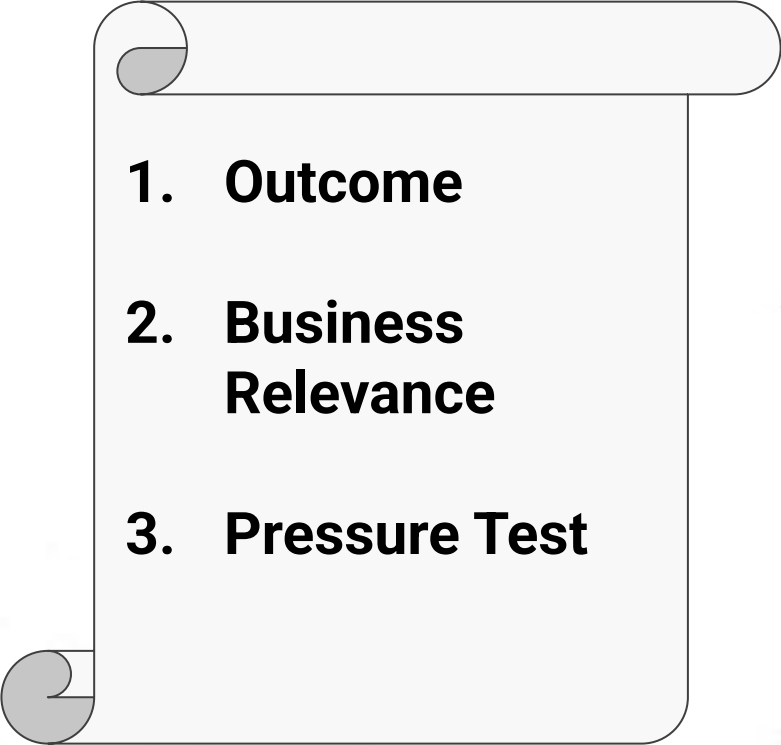


What's
In
It
For
Them?

Tool: Executive Communication Prep Questions



Tool: Executive Communication Prep Questions

- 
- 1. Outcome**
 - 2. Business Relevance**
 - 3. Pressure Test**

← *If you can't answer these questions, your message isn't ready.*

Activity

- Think of a real, upcoming conversation or presentation
- Fill out individually
- Be ready to discuss
- 4 mins



Discuss with your partner

Turn to a partner and share

- Your **DO**
- Why it matters
- 3 mins



Debrief

- Who found their 'DO' wasn't as clear as they thought?
- Who had a shift from technical to business language?
- What objection came up that you hadn't considered?

Key Takeaways

- 1) Impact comes from voice, non-verbal cues *and* content
- 2) Aim for congruence between all elements
- 3) Content should focus on outcome and business relevance
- 4) Be sure to pressure test

What's one thing you learned that will help you better influence and communicate with executives?

Thank you

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