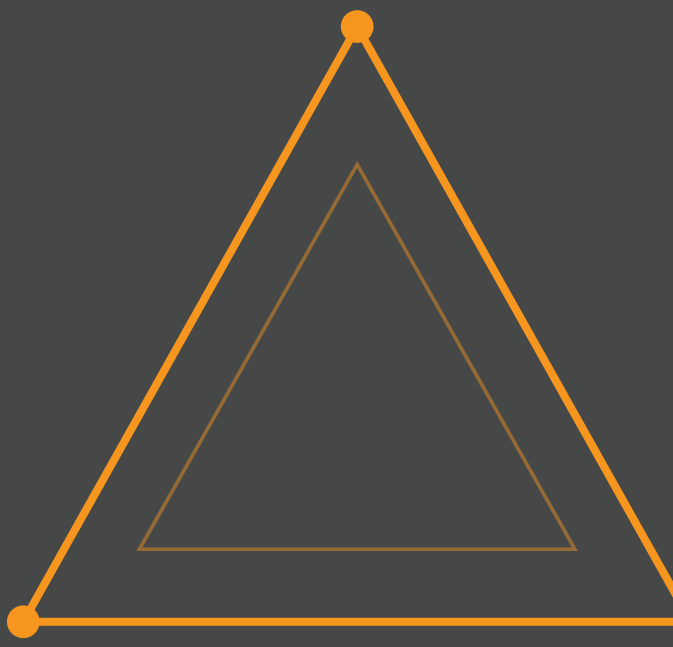
DIGICON ACADEMY

PROGRAMME OVERVIEW

Clarity Under Pressure

Executive communication and storytelling training for client-facing teams

Four virtual modules, a one to two-day immersive simulation lab and a digital playbook. Designed to help capable people stay composed, clear and credible when the conversation gets hard.



Designed and facilitated by Seanice Kacungira
Founder, Blu Flamingo Africa

THE CHALLENGE

Your team does not have a skills gap. It has a pressure gap.

Most client-facing professionals are technically strong. They know the product, the numbers and the market. The trouble starts when the conversation turns: a CFO with ten minutes, a price challenge from a cheaper competitor, a question nobody prepared for.

Under that pressure, capable people fall back on habits that quietly cost them credibility:

- Over-explaining when one clear point would do
- Rushing when the client speeds up
- Guessing, freezing or apologising when the answer is not to hand
- Leading with technical detail before the main message
- Being so deferential that the value they bring gets lost
- Ending the meeting without a clear next step, owner or date

None of these are knowledge problems. They are communication habits under pressure, and habits can be changed.

WHO THE PROGRAMME IS FOR

- **Client coverage, relationship management and sales teams** who meet CFOs, founders and boards
- **Teams competing for mandates** against incumbents and cheaper challengers
- **Specialists and technical teams** who need to explain complex work simply and persuasively
- **Managers and team leads** who want a shared language for feedback after important meetings
- **Emerging leaders** stepping into senior stakeholder and boardroom conversations

THE IDEA BEHIND THE PROGRAMME

Credibility is not the absence of uncertainty. It is how uncertainty is handled.

Credibility does not come from having every answer. It comes from staying composed, being clear and taking ownership, especially when the conversation gets difficult. This programme teaches your team to do that on purpose: a small set of practical frameworks they can use in the moment, practised in realistic client scenarios until the new behaviour holds.

OUTCOMES

What changes in your team

These are the shifts observed in our most recent cohort during live, scored simulation. Together they describe a move from instinct to intention.

Unconscious habits under pressure	→	**Conscious choices** Participants name their pressure triggers and default reactions, then replace them with deliberate behaviour.
Credibility from having every answer	→	**Credibility from behaviour** Composure, clarity and ownership, including when the full answer is not yet available.
Technical knowledge	→	**Strategic communication** Expertise translated into simple, clear and persuasive messages that land.
Over-explaining	→	**One clear message** The main point first, supporting detail second, a next step to close.
Apology and deference	→	**Equal-value presence** Respect the client without shrinking in the conversation.
"I don't know" as weakness	→	**"I'll verify, and here is when" as credibility** A structured holding line instead of guessing, freezing or rambling.

WHAT YOUR CLIENTS WILL NOTICE

- Shorter, sharper answers that lead with the point
- Calm, steady responses when they push back on price, trust or delivery
- Clear next steps with an owner and a date at the end of every meeting
- Your value felt, not just understood

THE JOURNEY

How the programme works

A progressive journey from insight, to language, to behaviour. Each phase builds on the one before, so by the lab your team has a complete system for high-stakes conversations.

1 Discovery

Interviews with team members and leadership to understand your team's communication challenges, confidence patterns and pressure triggers. The programme, scenarios and examples are then designed around what we find, so they reflect your clients, your competitors and your culture.

FORMAT
Interviews and leadership consultations

2 Virtual learning journey

Four weekly modules build the core concepts, language and frameworks. Storytelling runs through every module rather than sitting in a single session.

FORMAT
Four 90-minute virtual sessions, so distributed teams can join from anywhere

3 Immersive Simulation Lab

Participants practise every framework in a live, realistic and escalating client mandate, with scored feedback from trained peer observers and the facilitator.

FORMAT
In person, one to two days

4 Reinforcement

Every participant keeps the Strategic Communication Playbook app for up to six months after the lab, to prepare for real client meetings. A 30-day reinforcement clinic and other follow-on options keep the skills alive in day-to-day work.

FORMAT
Digital playbook, plus optional virtual clinic

At a glance

10 to 20
participants per cohort

4 × 90
minute virtual modules

1 to 2
day in-person simulation lab

6
months of playbook app access

CURRICULUM

The five modules

Each module is built around one core capability and one framework.

MODULE 1

Performance under pressure

The Credibility Triangle

Understand your pressure triggers and how uncertainty changes the way you communicate. Spot your default reactions and choose a better response.

- Name personal pressure triggers and default reactions
- Use pause, pace and physical anchoring to stay steady
- Assess any conversation against composure, clarity and ownership

MODULE 2

Executive presence and authority

Point, Proof, Path

Structure clear, confident responses while thinking in real time, so time-poor senior stakeholders get the message fast.

- Lead with the one message that matters most
- Support it with proof without overloading the detail
- Speak plainly first and add technical detail only where needed

MODULE 3

Escalation and strategic framing

Name, Frame, Aim

Handle challenge, pushback and price pressure without becoming defensive, and hold your position with respect.

- Say the difficult thing plainly
- Respond to challenges on price, trust, service and delivery
- Keep equal-value presence when the room gets tense

MODULE 4

Client leadership in complex moments

Known, Unknown, Next

Stay credible when the answer is not immediately available, and lead the client towards a clear next step.

- Use short holding lines instead of guessing or rambling
- Turn “I’ll get back to you” into a commitment with an owner and a time
- Close every conversation with ownership

MODULE 5

The Immersive Simulation Lab

SNAP, with all five frameworks

A one to two-day, in-person lab where every framework is tested in a live, escalating client mandate. Storytelling comes together here through SNAP: Story, Need, Answer, Proof.

- Make value memorable through short, strategic stories
- Perform, play the client and observe in rotating groups of three
- Receive scored feedback on composure, clarity and ownership

PRACTICE, NOT THEORY

The Immersive Simulation Lab

Most communication training stops at understanding. The lab is where understanding becomes behaviour.

Participants work through a realistic client mandate that escalates across five acts. In our most recent lab, the team pitched to a regional agri-processing business expanding into three new markets, competing against an incumbent bank, a cheaper challenger and the client's own concerns about price, time, service, trust and execution. Scenarios are tailored to your sector.

ACT	WHAT PARTICIPANTS HAVE TO DO
1. The first meeting	Make the case to a time-pressured CFO.
2. Under challenge	Respond to pushback on price, trust, delivery and service.
3. When you do not know	Stay credible without the full answer.
4. Winning the mandate	Move the conversation from explanation to commitment.
5. Boardroom finale	Show executive presence in front of senior stakeholders.

EVERYONE PERFORMS, CHALLENGES AND ASSESSES

Performer

Represents your organisation in the client conversation.

Client

Plays the CFO, founder or board member and applies the pressure.

Observer

Scores the performer on composure, clarity and ownership, and gives structured feedback.

THE STRATEGIC COMMUNICATION PLAYBOOK APP

The learning does not end when the session does. Every participant gets a digital playbook to use before real client meetings.

- Build a personal pressure profile
- Store your own holding lines
- Access the full framework library
- Receive observer feedback in the lab
- Use meeting preparation tools
- Keep access for up to six months

EVIDENCE

Results: Stanbic Bank Uganda, Client Coverage

We measure what happens in the room, not just how people felt about it.

100%
of respondents rated the training excellent (8 of 8)

9.9/10
average likelihood to recommend

8 of 8
had already applied something they learned

26
scored observer entries captured in live simulation

Source: Phase 3 Immersive Labs report, Stanbic Bank Uganda Client Coverage cohort, August 2026. Post-programme feedback from eight respondents.

The case

The brief	Originally scoped as presentation skills training.
What discovery found	Interviews with 14 team members and two executive leadership consultations showed a confidence gap under uncertainty, not a skills gap. The programme was redesigned as executive communication for influence.
What we delivered	Discovery report and programme design; four virtual modules; an in-person Immersive Simulation Lab; the playbook app; reinforcement sessions after the lab.
The outcome	Every respondent rated the training excellent and had already applied what they learned. Point, Proof, Path became the team's most used framework, a strong fit for time-poor senior stakeholders, and the team now has a shared language for improving composure, clarity and ownership.

In their words

> *"One of the most engaging trainings that facilitated learning and connection for the team."*
>
> Participant, Client Coverage team, Stanbic Bank Uganda

> *"The Lab gave us a chance to practise."*
>
> Participant, Client Coverage team, Stanbic Bank Uganda

> *"Seeing how relevant the frameworks were and applicable to real life work situations."*
>
> Participant, on what they valued most, Stanbic Bank Uganda

YOUR FACILITATOR

Seanice Kacungira

Seanice has spent over two decades in high-stakes communication. She is the founder and principal of Blu Flamingo Africa, a pan-African strategic marketing and communications agency headquartered in Johannesburg with offices across East Africa.

She has pitched at government, international and executive level, including at Goldman Sachs and Stanford. She trained through Stanford Seed and Kellogg and is a certified NeuroCoach. Seanice personally designs and delivers every session, so participants learn from someone who pitches for a living.

WAYS TO WORK WITH US

Choose the format that fits where your team is today

	MOST COMPLETE Full Programme	Immersive Lab	Virtual Journey
Best for	Lasting behaviour change across a whole team	A high-impact intervention before a key pitch or season, or teams with existing foundations	Distributed teams building the core frameworks
Discovery	**Interviews**	Short briefing	**Interviews**
Four virtual modules	**Included**	Not included	**Included**
Simulation lab, 1 to 2 days	**Included**	**Included**	Not included
Playbook app, 6 months	**Included**	**Included**	**Included**
Cohort size	10 to 20 participants	10 to 20 participants	10 to 20 participants
Investment	**Request a proposal**	**Request a proposal**	**Request a proposal**

ADD-ONS TO KEEP MOMENTUM

- **30-day reinforcement clinic:** live practice on real client conversations since the lab
- **Client story bank workshop:** a library of short SNAP stories for pitches and mandates
- **Holding line library:** approved lines for price challenges, delays and escalations
- **Year-long capability programme:** in-person labs across the year

NEXT STEPS

How to get started

1. **Book a discovery call**
   A one-hour conversation about your team, your clients and what is at stake. No obligation.

2. **We diagnose**
   For full programmes, we interview team members and leadership to find the real pressure points.

3. **You receive a tailored proposal**
   Format, scenarios, timeline and investment, designed around what we find.

4. **We deliver and measure**
   Virtual modules, the lab and reinforcement, with scored evidence of progress.

BOOK YOUR DISCOVERY CALL

Give your team the words for the hardest moments.

Your clients will keep asking difficult questions. Your competitors will keep cutting prices. The question is whether your team meets those moments with composure, clarity and ownership.

Tell us about your team and we will recommend the right format. We reply within 12 hours.

www.digicon.academy/training/executive-communication-training

Clarity Under Pressure is delivered by DigiCon Academy and designed and facilitated by Seanice Kacungira, founder of Blu Flamingo Africa.