

Mastering Public Speaking: Persuasion and High-Impact Communication

Duration: 5 Days

Language: en

Course Code: MG2 - 235

Objective

By the end of this programme, participants will be able to:

- Deliver speeches and presentations with clarity, confidence, and executive presence.
- Apply proven frameworks for structuring engaging and memorable messages.
- Use storytelling, persuasion, and audience psychology to enhance impact.
- Master vocal projection, pacing, tone variation, and expressive body language.
- Overcome stage fright and manage high-pressure speaking environments.
- Adapt speaking style to conferences, meetings, pitches, panels, and virtual settings.

Audience

This course is ideal for:

- Executives, managers, team leaders.
- Educators, trainers, and facilitators.
- Public figures, advocates, and policymakers.
- Entrepreneurs and startup founders.
- Anyone looking to enhance professional communication and influence.

Training Methodology

This programme uses interactive demonstrations, speech practice, role-plays, storytelling labs, feedback clinics, and video-recorded sessions to strengthen speaking skills and measure performance growth.

Summary

This comprehensive training programme is designed to transform participants into confident, articulate, and influential public speakers. Whether addressing a small team, a large audience, or high-level stakeholders, participants will learn how to craft compelling messages, deliver them

with clarity and confidence, and handle pressure with ease.

The course focuses on mastering vocal delivery, body language, audience engagement, storytelling, persuasive communication, and psychological techniques for confidence building. Participants will practice structuring speeches, managing stage presence, and adapting to diverse audiences and contexts. By the end of the course, learners will communicate with authority, authenticity, and impact.

Course Content & Outline

Section 1: Foundations of Powerful Public Speaking

- Understanding the psychology of great speakers.
- The components of high-impact communication: clarity, confidence, connection.
- Identifying your speaking strengths and development areas.
- Setting your speaking goals: persuasive, informative, inspirational.
- Debunking myths about public speaking and building a strong mindset.

Section 2: Crafting Messages That Captivate

- Frameworks for structuring speeches: P-A-R, Monroe's Motivated Sequence, SCQA.
- How to open any speech with impact.
- Designing logical flows that keep audiences engaged.
- Using storytelling techniques: heroes, conflict, emotion, resolution.
- Writing powerful transitions, calls to action, and memorable closings.

Section 3: Voice, Tone & Body Language Mastery

- Vocal projection, breath control, articulation, and pacing.
- Using pauses, emphasis, and tone variation for dramatic effect.
- Body language foundations: posture, gestures, movement.
- Eye contact strategy to connect with diverse audiences.
- Eliminating distracting habits and strengthening presence.

Section 4: Audience Engagement & Persuasion Techniques

- Reading the room and adjusting in real time.
- Persuasion models: ethos, pathos, logos.
- Using humor, emotion, and storytelling to build rapport.
- Handling interruptions, difficult questions, and high-pressure moments.

- Engaging virtual audiences: cameras, screens, pacing, engagement tools.

Section 5: Confidence, Performance & High-Stakes Speaking

- Strategies to overcome anxiety and stage fright.
- Mental rehearsals and grounding techniques.
- Preparing for conferences, board meetings, media appearances, and pitches.
- Transforming feedback into performance improvement.
- Developing a long-term personal speaking style and signature voice.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership

Tags

Presentation Skills, public speaking

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