Executive Public Speaking and High-Impact Presentations Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CW3721_292382

Course Introduction / Overview:

This intensive training course is designed to transform participants into confident, persuasive, and influential communicators capable of delivering high-impact presentations in any executive setting. In today's competitive corporate environment, the ability to articulate ideas clearly and compellingly is no longer a soft skill but a critical leadership competency. This program moves beyond basic public speaking tips to delve into the science and art of persuasive communication, audience engagement, and message crafting for senior-level stakeholders. Drawing on principles from communication theory, as articulated by scholars like Stephen E. Lucas in his seminal work "The Art of Public Speaking," this course provides a structured framework for success. Participants will learn to conquer speaking anxiety, master body language, and leverage storytelling to create memorable and actionable presentations. BIG BEN Training Center has developed this curriculum to equip professionals with the practical tools and advanced techniques needed to command a room, inspire action, and enhance their executive presence, whether in a boardroom, at a conference, or during a high-stakes virtual meeting.

Target Audience / This training course is suitable for:

- C-Suite Executives and Senior Leaders.
- Department Heads and Directors.
- Senior and Mid-Level Managers.
- Team Leaders and Supervisors.
- Sales and Business Development Professionals.
- Marketing and Public Relations Specialists.
- Project Managers and Program Leaders.
- Consultants and Client-Facing Professionals.
- Entrepreneurs and Business Owners.
- Anyone aspiring to a leadership role requiring influential communication.

Target Sectors and Industries:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Management and Strategy Consulting.
- Engineering and Manufacturing.
- Governmental Agencies and Public Sector Organizations.
- Telecommunications.
- Retail and Consumer Goods.
- Energy and Utilities.
- Real Estate and Construction.

Target Organizations Departments:

- Executive Management and Leadership.
- Sales and Business Development.
- Marketing and Corporate Communications.
- Human Resources and Training.
- Project Management Office (PMO).
- Public Relations and Investor Relations.
- Operations Management.
- Strategy and Corporate Planning.
- Information Technology Leadership.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and structure compelling presentations that resonate with executive audiences.
- Master non-verbal communication, including body language and gestures, to enhance credibility.
- Utilize advanced vocal techniques to project confidence and maintain audience engagement.
- Employ strategic storytelling to make data and complex information memorable and persuasive.
- Design clear, professional, and impactful visual aids that support the core message.
- Confidently manage and control challenging Q&A sessions and handle difficult questions.
- Overcome public speaking anxiety and build authentic stage presence.
- Adapt presentation style for various formats, including virtual, hybrid, and in-person settings.
- Deliver persuasive impromptu speeches with clarity and structure.
- Provide and receive constructive feedback to continuously refine presentation skills.

Course Methodology:

The training methodology at BIG BEN Training Center is highly interactive, experiential, and focused on practical application to ensure lasting skill development. This course rejects a passive, lecture-based approach in favor of a dynamic learning environment where participants actively engage with the material. The program incorporates a blend of expert-led instruction, real-world case studies of famous speeches, and extensive hands-on practice. A cornerstone of the methodology is the use of digital video recording for practice presentations, allowing for immediate, personalized, and insightful feedback from both the instructor and peers. This powerful tool helps participants see themselves as their audience does, identifying areas for improvement in delivery, body language, and message clarity. Interactive exercises, group discussions, and role-playing scenarios simulating high-stakes business presentations are used throughout the five days. This immersive approach ensures that participants not only learn the theories of effective public speaking but also build the muscle memory and confidence to apply these skills effectively in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Executive Communication

- The psychology of persuasion and influence in a corporate context.
- Understanding and analyzing executive and stakeholder audiences.
- Developing a powerful mindset and overcoming public speaking anxiety.
- Defining the core objective and key message of your presentation.
- Principles of ethos, pathos, and logos in business communication.
- Establishing credibility and building rapport from the start.
- Managing nervousness and transforming it into positive energy.

Unit Two: Crafting a High-Impact and Memorable Message

- The art of structuring a presentation for maximum clarity and impact.
- Developing compelling openings that immediately capture attention.
- Techniques for crafting a powerful and actionable conclusion.
- Integrating storytelling and narrative to make data engaging.
- Simplifying complex information without losing critical details.
- Writing for the ear, not the eye, for more natural delivery.
- Using rhetorical devices to enhance persuasiveness and retention.

Unit Three: Mastering Delivery and Executive Presence

- The power of non-verbal communication and body language.
- Utilizing posture, gestures, and movement to command the stage.
- Mastering vocal variety, including pace, pitch, volume, and pauses.
- Making effective eye contact to connect with individuals and the group.
- Developing an authentic and confident presentation style.
- Techniques for projecting executive presence and authority.
- Managing energy levels throughout a long presentation.

Unit Four: Designing and Leveraging Powerful Visual Aids

- Principles of effective visual design for presentations.
- Avoiding "Death by PowerPoint" with clean and impactful slides.
- Using data visualization to tell a clear and compelling story.
- Integrating multimedia, props, and other aids effectively.
- Ensuring a seamless interaction between the speaker and their visuals.
- Designing slides that complement the message, not distract from it.
- Best practices for presenting in virtual and hybrid environments with slides.

Unit Five: Advanced Scenarios and Audience Management

- Strategies for managing interactive Q&A sessions with confidence.
- Techniques for handling difficult questions and challenging audience members.
- Mastering the art of the impromptu or extemporaneous speech.
- Adapting your presentation for different cultural contexts.
- Leading effective and persuasive boardroom presentations.
- Crisis communication and presenting under pressure.
- Peer-review sessions with constructive feedback and final presentations.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the ethical responsibility of a speaker change when presenting high-stakes information to different audiences, such as shareholders versus employees?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing exclusively on the unique communication challenges faced at the executive and senior leadership levels. Unlike generic public speaking workshops, our curriculum is meticulously designed to address high-stakes environments such as boardroom presentations, investor meetings, and all-hands addresses. We move beyond fundamental techniques to explore the psychological nuances of persuasion, influence, and establishing executive presence. A key differentiator is our emphasis on personalized, video-recorded feedback sessions, which provide a powerful and objective tool for participants to analyze and refine their non-verbal cues, vocal tonality, and overall impact. Furthermore, the course integrates advanced modules on strategic storytelling for data-driven topics and managing hostile Q&A sessions, skills that are critical for leadership but often overlooked. The content is grounded in established communication theories while remaining intensely practical, ensuring that participants leave not just with knowledge, but with the tangible confidence and refined skills to command any room and drive decisive action.