Executive Public Speaking and Presentation Skills Training Course

09 - 13 Nov 2026

Madrid

5900 € (Per Person)

Ref: #CW5192_23996

Course Introduction / Overview:

This intensive training course is designed to transform participants into confident, persuasive, and impactful communicators. In today's competitive corporate landscape, the ability to deliver high-impact presentations and articulate ideas with clarity is a critical leadership competency. This program moves beyond basic public speaking tips to delve into the science and art of executive communication. We will explore advanced strategies for structuring compelling narratives, mastering non-verbal cues, and engaging diverse audiences, from the boardroom to the international conference stage. Drawing on principles from communication experts like Nancy Duarte, author of the influential book "Resonate," this course emphasizes how to connect with listeners on both an intellectual and emotional level. BIG BEN Training Center has developed a curriculum that focuses on practical application, ensuring that executives and professionals can immediately implement these powerful techniques to enhance their executive presence, drive decision-making, and inspire action within their organizations. This is a comprehensive journey into mastering persuasive communication for senior leaders.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, CFOs, COOs).
- Senior and Mid-Level Managers.
- Team Leaders and Department Heads.
- Sales and Business Development Professionals.
- Public Relations and Corporate Communications Specialists.
- Project Managers and Consultants.
- Entrepreneurs and Business Owners.
- Government Officials and Public Sector Leaders.
- Anyone in a leadership or client-facing role.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Management and Strategy Consulting.
- Engineering and Construction.
- Oil, Gas, and Energy Sector.
- Government Agencies and Public Administration.
- Retail and Consumer Goods.
- Telecommunications.

Target Organizations Departments:

- Executive Management and Leadership.
- Sales and Marketing.
- Human Resources and Training.
- Public Relations and Corporate Affairs.
- Operations Management.
- Project Management Office.
- Legal and Compliance Departments.
- Investor Relations.

Course Offerings:

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

- Develop a commanding executive presence and project confidence.
- Structure presentations using advanced storytelling and narrative techniques.
- Master vocal variety, tone, and pacing to enhance message impact.
- Utilize powerful body language and non-verbal cues to build rapport.
- Design visually compelling and minimalist presentation aids.
- Handle challenging questions and difficult audiences with poise.
- Adapt communication style for various formats, including virtual and hybrid meetings.
- Employ persuasive language patterns to influence key stakeholders.
- Manage public speaking anxiety and transform it into positive energy.
- Deliver memorable and high-impact presentations in high-stakes situations.

Course Methodology:

The training methodology at BIG BEN Training Center is grounded in experiential learning and practical application. We believe that mastering executive communication requires doing, not just listening. This course utilizes a highly interactive and participatory approach, moving beyond traditional lectures. Participants will engage in a series of individual and group exercises, including impromptu speaking drills, structured presentation workshops, and realistic role-playing scenarios that simulate real-world business challenges. A cornerstone of our method is personalized feedback; sessions will be video-recorded, allowing for detailed, constructive critiques from the instructor and peers. This process accelerates learning by providing clear insights into personal delivery style and areas for improvement. We will also analyze case studies of world-class speakers to deconstruct their techniques. The learning environment is designed to be supportive and collaborative, encouraging participants to step outside their comfort zones and practice new skills in a safe space, ensuring they leave with tangible improvements and a clear action plan for continued development.

Course Agenda (Course Units):

Unit One: Foundations of Executive Communication

- The psychology of public speaking and managing anxiety.
- Defining your core message and communication objectives.
- Audience analysis for executive-level stakeholders.
- Establishing credibility and building rapport from the start.
- Overcoming common public speaking fears and building confidence.
- The principles of authentic leadership communication.
- Setting the stage for a powerful and memorable presentation.

Unit Two: Crafting Compelling Content and Narrative

- The art of business storytelling to engage and persuade.
- Structuring your presentation for maximum clarity and impact.
- Using the "What, So What, Now What" framework.
- Integrating data and statistics into a compelling narrative.
- Developing powerful opening and closing statements.
- Designing effective and minimalist visual aids (slides).
- Scripting vs. outlining for natural delivery.

Unit Three: Mastering Verbal and Non-Verbal Delivery

- Harnessing the power of your voice: tone, pace, and volume.
- Mastering body language, gestures, and stage movement.
- The importance of eye contact in connecting with your audience.
- Using strategic pauses for emphasis and dramatic effect.
- Projecting executive presence and authentic confidence.
- Techniques for eliminating filler words (um, ah, like).
- Aligning your verbal and non-verbal messages for consistency.

Unit Four: Advanced Persuasion and Audience Engagement

- Techniques for persuasive speaking and influencing decisions.
- Managing interactive sessions and encouraging participation.
- Mastering the art of the Q&A session.
- Handling difficult questions and challenging audience members gracefully.
- Strategies for keeping a virtual audience engaged.
- Using rhetorical devices to make your message more memorable.
- Adapting your presentation style to different cultural contexts.

Unit Five: High-Stakes Presentations and Capstone Practice

- Preparing for boardroom presentations and investor pitches.
- Techniques for media interviews and public appearances.
- Delivering effective keynote speeches and conference talks.
- Best practices for leading hybrid and virtual meetings.
- Capstone: Delivering a final presentation with video feedback.
- Receiving comprehensive peer and instructor evaluations.
- Developing a personal action plan for continuous improvement.

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 shift from in-person to hybrid communication models fundamentally alter the principles of executive presence and influence?

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

This course distinguishes itself by focusing squarely on the nuanced communication challenges faced by executives and senior leaders, rather than offering generic public speaking advice. Our curriculum is built on the premise that executive communication is a strategic leadership function, not just a performance. We delve deeply into the psychology of persuasion and influence, equipping participants with sophisticated frameworks for crafting messages that resonate with high-level stakeholders and drive strategic outcomes. A key differentiator is our intensive use of video-recorded feedback sessions, providing a powerful, objective tool for self-assessment and targeted improvement. Unlike other programs, we dedicate significant time to high-stakes scenarios such as boardroom presentations, investor pitches, and media interactions. The content integrates principles from cognitive science and narrative theory to teach not just what to say, but how to structure ideas in a way that is memorable, compelling, and ultimately, influential. The focus is on fostering an authentic communication style that enhances leadership presence, not on creating a rehearsed persona