Executive Speech Writing and Leadership Messaging Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #CW9316_292393

Course Introduction / Overview:

In today's fast-paced corporate environment, the ability of a leader to communicate with clarity, conviction, and authenticity is paramount. Effective leadership messaging goes beyond mere public speaking; it is the art of shaping perception, driving action, and building trust. This intensive training course is meticulously designed to transform how leaders craft and deliver high-stakes communications. Drawing upon principles from strategic communication and rhetoric, the program delves into the core components of influential speech writing and message delivery. As discussed by Jay A. Conger in his works on persuasion, such as "The Necessary Art of Persuasion," the power of a leader's message lies in its ability to connect with the audience on both an emotional and logical level. Participants will learn to dissect audience psychology, construct compelling narratives, and articulate a clear, consistent vision. BIG BEN Training Center provides a dynamic learning environment where executives can refine their unique voice, ensuring their messages not only inform but also inspire and mobilize their teams and stakeholders toward shared objectives. This course is the definitive guide to mastering the strategic communication that defines modern leadership.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Vice Presidents and Directors.
- Senior and Mid-Level Managers.
- Heads of Departments.
- Public Relations and Corporate Communications Professionals.
- Government Officials and Public Sector Leaders.
- Spokespersons and Media Representatives.
- Entrepreneurs and Business Owners.
- Policy Advisors and Political Staffers.
- Anyone aspiring to a leadership role requiring advanced communication skills.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government Agencies and Public Administration.
- Non-Profit and Non-Governmental Organizations.
- Media and Entertainment.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Corporate Communications and Public Relations.
- Marketing and Brand Management.
- Human Resources and Internal Communications.
- Strategy and Corporate Development.
- Investor Relations.
- Legal and Compliance Departments.
- Sales and Business Development.
- Government and Public Affairs.

Course Offerings:

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

- Analyze any audience to tailor messages for maximum resonance and impact.
- Develop a clear, concise, and powerful core message for any communication scenario.
- Structure speeches and presentations using proven narrative and persuasive frameworks.
- Master the art of storytelling to connect with audiences on an emotional level.
- Integrate data and evidence effectively without losing audience engagement.
- Refine vocal delivery, including tone, pace, and projection for greater authority.
- Utilize body language and non-verbal cues to enhance executive presence.
- Prepare for and confidently manage challenging Q&A sessions and media interviews.
- Craft authentic messages that align with personal leadership style and organizational values.
- Develop communication strategies for leading through change and crisis.

Course Methodology:

The training methodology for this course is designed to be highly interactive, practical, and transformative. At BIG BEN Training Center, we believe that mastering executive communication requires hands-on application, not just theoretical knowledge. The program is built around a workshop-style format, emphasizing learning by doing. Participants will engage in a series of individual and group exercises, including message crafting sessions, speech writing clinics, and simulated high-stakes presentations. A key feature of the methodology is the use of video-recorded practice sessions, which provide participants with a unique opportunity to see themselves as their audience does. These recordings are followed by constructive, confidential feedback from the instructor and peers, creating a powerful and supportive learning loop. Case studies of famous and effective leadership speeches will be analyzed to deconstruct what makes them successful. Interactive discussions, role-playing scenarios, and peer-to-peer coaching will be used extensively to foster a collaborative and engaging learning environment, ensuring that participants leave with tangible skills and newfound confidence.

Course Agenda (Course Units):

Unit One: The Foundations of Leadership Communication

- The strategic role of communication in modern leadership.
- Defining your authentic leadership voice and communication style.
- Audience analysis: Understanding stakeholder needs, biases, and expectations.
- Developing a powerful and memorable core message.
- The psychology of persuasion and influence.
- Aligning your message with organizational strategy and values.
- Ethical considerations in persuasive communication.

Unit Two: Architecting the Executive Speech

- Classic and contemporary speech structures for different occasions.
- Crafting compelling openings that grab attention immediately.
- Building a logical and emotionally resonant speech body.
- The art of storytelling: Weaving narratives that inspire action.
- Using data, statistics, and evidence to support your message.
- Writing powerful and memorable conclusions with a clear call to action.
- Techniques for ensuring clarity, conciseness, and impact in your writing.

Unit Three: Advanced Messaging and Content Strategy

- Adapting your message for various formats: keynotes, town halls, and media briefs.
- Communicating complex ideas with simplicity and clarity.
- Crafting messages for change management and organizational transformation.
- Crisis communication: Messaging principles for navigating difficult situations.
- Developing thought leadership content and executive narratives.
- Using rhetorical devices to enhance persuasiveness.
- Preparing briefing documents and talking points for leadership.

Unit Four: Mastering Delivery and Executive Presence

- The power of non-verbal communication: Body language, posture, and gestures.
- Vocal dynamics: Mastering tone, pace, pitch, and volume.
- Techniques for building rapport and connecting with the audience.
- Managing public speaking anxiety and building confidence.
- Effectively using visual aids and presentation tools.
- Engaging with the audience during the speech.
- Projecting authenticity and gravitas on stage and on camera.

Unit Five: High-Stakes Communication and Application

- Preparing for and mastering Q&A sessions.
- Techniques for handling difficult questions and hostile audiences.
- Media interview preparation and on-camera best practices.
- Personalized coaching and feedback on individual presentation styles.
- Workshop: Delivering a capstone speech with peer and instructor evaluation.
- Developing a personal communication development plan.
- Integrating feedback and refining your message for future engagements.

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:

In an era of information overload, how can a leader's message be both persuasive and ethically responsible without resorting to manipulation?

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

This course distinguishes itself by moving beyond generic public speaking tips to focus on the strategic core of leadership communication: the message itself. While many programs teach delivery techniques, we begin with the fundamental process of crafting an authentic, powerful, and strategically aligned message that reflects the leader's true voice. The curriculum is uniquely structured to integrate message architecture with delivery coaching, ensuring that the "what" you say is as compelling as the "how" you say it. A significant differentiator is our intensive use of video-recorded practice sessions followed by detailed, constructive feedback. This methodology provides an unparalleled opportunity for self-assessment and rapid skill development in a confidential setting. Furthermore, the course content is deeply rooted in principles of strategic management and organizational psychology, addressing real-world leadership challenges such as communicating change, managing crises, and building a culture of trust. It is not just a speech course; it is a comprehensive program on wielding communication as a strategic leadership tool to inspire teams, influence stakeholders, and drive organizational success.