



EXECUTIVE SPEECHWRITING AND PERSUASIVE PUBLIC SPEAKING TRAINING COURSE

21 - 25 DEC 2026

MUNICH

5100 € (PER PERSON)

REF: #PR7922_135702



COURSE INTRODUCTION / OVERVIEW:

Effective communication is the cornerstone of influential leadership. This intensive training course is meticulously designed to transform senior professionals into powerful, persuasive communicators who can inspire action, build consensus, and enhance their executive presence. Moving beyond basic presentation skills, this program delves into the sophisticated art and science of crafting and delivering messages that resonate with any audience, from the boardroom to the global stage. Drawing upon principles from communication theory and rhetoric, the course integrates insights from renowned experts like Nancy Duarte, author of "Resonate: Present Visual Stories that Transform Audiences". Participants will learn to structure compelling narratives, employ rhetorical devices effectively, and master the nuances of vocal delivery and non-verbal communication. BIG BEN Training Center provides a dynamic and supportive learning environment where executives can refine their unique speaking style, build unshakable confidence, and learn to handle high-stakes communication scenarios with poise and authority. This journey is not just about public speaking; it is about harnessing the power of words to lead with impact and authenticity in today's complex business landscape.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Chief Executive Officers (CEOs) and other C-Suite Executives.
- Vice Presidents and Senior Directors.
- Department Heads and Senior Managers.
- Public Relations and Corporate Communications Leaders.
- Government Officials and Public Sector Leaders.
- Entrepreneurs and Business Owners.
- Policy Advisors and Senior Consultants.
- Anyone in a leadership role required to speak publicly.



TARGET SECTORS AND INDUSTRIES:

- Financial Services and Banking.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Energy, Oil, and Gas.
- Consulting and Professional Services.
- Governmental Bodies and Public Administration.
- Non-Profit and Non-Governmental Organizations.
- Manufacturing and Engineering.

TARGET ORGANIZATIONS DEPARTMENTS:

- Executive Management and Leadership.
- Corporate Communications and Public Relations.
- Marketing and Sales Departments.
- Investor Relations.
- Human Resources and Training.
- Legal and Compliance Departments.
- Strategy and Business Development.
- Operations Management.



COURSE OFFERINGS:

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

- Analyze any audience to tailor messages for maximum impact and persuasion.
- Structure speeches and presentations using proven narrative frameworks.
- Craft clear, concise, and memorable content for a variety of executive contexts.
- Integrate storytelling and emotional appeals to connect with listeners on a deeper level.
- Master vocal variety, pacing, and tone to enhance message delivery.
- Utilize body language, gestures, and stage presence to project confidence and authority.
- Design and use visual aids that complement and amplify the spoken word.
- Confidently manage Q&A sessions and handle challenging questions with grace.
- Deliver powerful impromptu speeches in unexpected situations.
- Develop a personal action plan for continuous improvement in public speaking.

COURSE METHODOLOGY:

This training course from BIG BEN Training Center employs a highly interactive and practical methodology centered on adult learning principles. We believe that mastery comes from doing, not just listening. The program is built around a blend of expert instruction, practical exercises, and personalized coaching. Participants will engage in individual and group activities, including speech drafting workshops, peer-review sessions, and simulated speaking scenarios that mirror real-world executive challenges. A significant component of the methodology involves video-recorded practice sessions, allowing for detailed self-assessment and constructive feedback from both the instructor and peers. This powerful tool helps participants identify and correct subtle habits in their delivery and body language. Case studies of famous and effective speeches will be analyzed to deconstruct the elements of persuasive communication. The learning environment is designed to be a safe and supportive space for experimentation and growth, ensuring every leader leaves with tangible skills and a newfound confidence in their ability to communicate and inspire.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF EXECUTIVE COMMUNICATION

- The psychology of persuasion and influence for leaders.
- Defining your core message and communication objectives.
- Advanced audience analysis techniques for executive speeches.
- Structuring a compelling argument from introduction to conclusion.
- Establishing credibility and building rapport with any audience.
- The ethical responsibilities of a persuasive speaker.
- Overcoming public speaking anxiety and building authentic confidence.

UNIT TWO: THE ART OF PERSUASIVE SPEECHWRITING

- Crafting powerful opening statements and memorable conclusions.
- The science of storytelling in a corporate context.
- Using rhetorical devices like metaphors, analogies, and repetition.
- Writing for the ear versus writing for the eye.
- Techniques for simplifying complex information without losing substance.
- Editing your speech for clarity, brevity, and impact.
- Adapting your message for different formats: keynotes, board meetings, and town halls.

UNIT THREE: MASTERING DELIVERY AND STAGE PRESENCE

- Harnessing the power of your voice: tone, pace, volume, and articulation.
- Strategic use of pauses for emphasis and dramatic effect.
- Mastering non-verbal communication: posture, gestures, and eye contact.
- Techniques for commanding the stage and managing your physical space.
- Developing an authentic and powerful executive presence.
- Dressing for impact and aligning appearance with your message.
- Managing energy levels before and during a high-stakes presentation.



UNIT FOUR: ADVANCED PUBLIC SPEAKING SCENARIOS FOR LEADERS

- Designing and delivering data-driven presentations effectively.
- Leading and facilitating interactive sessions and panel discussions.
- Mastering the art of the impromptu speech.
- Techniques for handling difficult questions and hostile audiences.
- Navigating media interviews and press conferences with poise.
- Best practices for virtual presentations and hybrid meetings.
- Communicating effectively during a crisis or organizational change.

UNIT FIVE: CAPSTONE PRESENTATIONS AND PERSONAL ACTION PLANNING

- Preparing and drafting a final capstone presentation.
- Delivering the capstone presentation with integrated skills.
- Receiving comprehensive, constructive feedback from the instructor and peers.
- Personalized coaching session to identify key strengths and growth areas.
- Developing a strategic communication plan for your leadership role.
- Creating a personal action plan for continuous practice and improvement.
- Final Q&A and course wrap-up.

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 and declining trust, how can an executive's speech cut through the noise to build genuine connection rather than just command attention?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by moving beyond the superficial techniques often taught in public speaking programs to focus on the core of executive influence: the seamless integration of strategic message crafting and authentic delivery. Unlike generic courses, our curriculum is specifically tailored to the high-stakes environment that senior leaders operate in, addressing unique challenges such as investor relations, crisis communication, and inspiring large-scale organizational change. We emphasize the psychology of leadership communication, teaching participants not just what to say, but how to structure thought and language to foster trust and drive action. A key differentiator is our intensive use of personalized, video-recorded feedback sessions. This method provides a powerful, objective lens through which executives can view their performance, enabling deep and lasting improvements in areas like executive presence and non-verbal cues. The program is not a collection of tips; it is a transformative experience designed to cultivate an authentic and powerful communication style that is unique to each leader, ensuring the skills learned are both sustainable and adaptable to any future challenge.