

PUBLIC SPEAKING & PRESENTATION SKILLS FOR LEADERS



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TRAINING CENTER



Introduction

Leaders communicate to move people, not to transmit information. A strategy only lands when the people who must execute it understand it, believe it, and remember it. This Public Speaking & Presentation Skills for Leaders Training Course builds the communication capability that leadership demands. Learners study message architecture, audience analysis, and persuasive structure, then practise delivery under realistic conditions. Furthermore, the course covers town halls, strategy briefings, difficult questions, and motivating a team through change. As a result, participants speak with clarity and conviction, and their messages drive action rather than polite attention.

Public Speaking & Presentation Skills for Leaders Course Objectives

- Structure leadership messages with the Minto Pyramid Principle and the SCQA framework.
- Apply the leadership communication model: inform, persuade, inspire, and align.
- Tailor content to audiences including teams, boards, and external stakeholders.
- Craft vision statements and strategy narratives that people remember.
- Design slides using the assertion-evidence method for executive clarity.
- Control voice, pace, pause, and intonation for emphasis and authority.
- Project presence through posture, eye contact, and purposeful gesture.
- Manage nerves and stay composed during high-stakes delivery.
- Handle hostile questions using the acknowledge-clarify-respond method.
- Lead town halls and question sessions with structure and confidence.
- Communicate change and difficult decisions with honesty and empathy.
- Deliver an assessed leadership presentation and act on structured feedback.



Course Methodology

This course combines short input sessions with sustained recorded practice. Participants deliver a strategy briefing, a team town hall, and a change announcement, and receive detailed feedback on structure, presence, and impact. Trainers use video review, coached role-play, and peer critique. Group discussion examines what shifted audience engagement. In addition, participants build a personal leadership communication plan.

Who Should Take This Course

- Executives, directors, and senior managers
- Team leaders and department heads
- Managers presenting strategy to boards
- Change leaders communicating transformation
- Sales and business development leaders
- Project and programme directors reporting at senior level
- High-potential professionals preparing for leadership roles

Public Speaking & Presentation Skills for Leaders Course Outlines

Day 1: Leadership Communication Foundations

- Why leadership communication differs from reporting
- The leadership communication model: inform, persuade, inspire, align
- Audience analysis and the WIIFM principle
- Building credibility and trust as a speaker

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- The Minto Pyramid Principle for leadership messages
- SCQA: situation, complication, question, answer
- Communication baseline recording and review

Day 2: Vision, Strategy, and Narrative

- Crafting vision statements that people remember
- Turning strategy into a clear narrative
- The rule of three and the "whatso whatnow what" model
- Storytelling with the hero's journey for leadership messages
- Framing difficult decisions honestly
- Consistency of message across channels and over time
- Strategy narrative workshop with peer challenge

Day 3: Delivery, Presence, and Slide Design

- Voice control: projection, pace, pause, and emphasis
- Posture, stance, and purposeful gesture
- Eye contact and engaging large rooms
- Assertion evidence slide design for executive audiences
- Simplifying data without losing accuracy
- Managing nerves with breathwork and rehearsal routines
- Recorded delivery practice with feedback

Day 4: Town Halls, Change, and Difficult Questions

- Structuring town halls and open question sessions
- The acknowledgeclarifyrespond method for hostile questions



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- Managing interruptions and challenging participants
- Communicating change and bad news with honesty
- Handling silence, scepticism, and resistance in the room
- Recovering composure after a mistake
- Town hall simulation with panel feedback

Day 5: Influence, Media, and Final Assessment

- Executive summaries and short briefings
- Panel appearances and moderated discussions
- Media interviews and message discipline
- Impromptu speaking and structured improvisation
- Building a personal leadership communication routine
- Final assessed presentation with detailed feedback
- Personal 30-day leadership communication plan

Conclusion

By successfully completing Public Speaking & Presentation Skills for Leaders, participants will gain a practical understanding of how structure, presence, and narrative combine to move an audience to action. They will be able to frame strategy clearly, project authority through voice and body, handle difficult questions under scrutiny, and communicate change with honesty and empathy. In addition, they will know how to keep their message consistent over time. Gentex Training Center designed this course so that learners return to work able to lead through communication, not just speak in public.





FAQs

Q1 What is the "Public Speaking & Presentation Skills for Leaders" course about?

It develops the communication capability leaders need to move people. Participants cover message architecture, vision and strategy narratives, presence and delivery, town halls, change communication, and difficult questions through repeated recorded practice.

Q2 What are the key benefits of the "Public Speaking & Presentation Skills for Leaders" course?

Participants communicate strategy so people understand and act on it, project authority in senior settings, and handle hostile questions without losing composure. They also lead change conversations with honesty, strengthen team alignment, and gain visibility as credible leaders.

Q3 What skills will I gain from the "Public Speaking & Presentation Skills for Leaders" course?

You will gain leadership message architecture and narrative design, delivery presence and voice control, town hall and change communication, and difficult question handling and stakeholder influence. These four skills combine to make your communication drive action.



Q4 What tools, methods, or standards are covered in the "Public Speaking & Presentation Skills for Leaders" course?

The course covers the Minto Pyramid Principle, the SCQA framework, the rule of three, the "whatso whatnow what" model, the hero's journey storytelling structure, the assertionevidence slide method, the acknowledgeclarifyrespond method, and breathwork and rehearsal techniques.

Q5 How is the "Public Speaking & Presentation Skills for Leaders" course applied in real-world practice?

Professionals apply it in strategy briefings, town halls, board updates, change announcements, investor meetings, and media interviews. The methods transfer to any leadership situation where alignment and belief in the message determine whether the plan gets executed.