



*Training Course:
Public Speaking & Presentation Skills for
Leaders*

*22 - 26 March 2027
Madrid (Spain)*

Training Course: Public Speaking & Presentation Skills for Leaders

Training Course code: MA234567 From: 22 - 26 March 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

In today's leadership landscape, the ability to communicate clearly, confidently, and persuasively is essential for influencing stakeholders, inspiring teams, and driving organizational success. This program, developed by [Global Horizon Training Center](#), is designed to enhance the public speaking and presentation capabilities of leaders in dynamic and high-stakes environments.

The course focuses on developing strong communication presence, structuring impactful messages, and delivering presentations with confidence and clarity. Participants will learn how to engage diverse audiences, manage challenging situations, and use storytelling and persuasive techniques to communicate effectively at executive and organizational levels.

Course Objectives

By the end of this program, participants will be able to:

- Develop confidence and presence in public speaking
- Structure and deliver clear, impactful presentations
- Communicate ideas persuasively to different audiences
- Apply storytelling techniques in leadership communication
- Use voice, body language, and tone effectively
- Manage stage presence and overcome speaking anxiety
- Handle questions, objections, and difficult audiences
- Utilize visual aids and presentation tools effectively
- Enhance executive-level communication and influence

Target Audience

This program is designed for:

- Executives and Senior Leaders
- Managers and Department Heads
- Team Leaders and Supervisors
- Public Sector Officials and Spokespersons
- Professionals required to present, lead meetings, or speak publicly
- Individuals seeking to enhance their communication and presentation skills

Outline

Day 1: Foundations of Public Speaking for Leaders

- The Role of Communication in Leadership
- Characteristics of Effective Speakers
- Understanding Audience Types and Expectations
- Overcoming Fear and Building Confidence
- Developing Personal Speaking Style
- Introduction to Speech Structure

Day 2: Structuring and Designing Presentations

- Planning and Organizing Presentation Content
- Structuring Messages for Clarity and Impact
- Opening and Closing Techniques
- Storytelling in Leadership Communication
- Designing Effective Visual Aids Slides, Charts
- Preparing for Different Types of Presentations

Day 3: Delivery Techniques and Speaker Presence

- Voice Control, Tone, and Clarity
- Body Language and Non-Verbal Communication
- Managing Stage Presence and Movement
- Engaging and Maintaining Audience Attention
- Using Technology and Presentation Tools
- Practice Sessions with Feedback

Day 4: Advanced Communication and Audience Engagement

- Persuasive Communication Techniques
- Handling Questions and Objections
- Managing Difficult Audiences and Situations
- Building Credibility and Influence
- Delivering Executive Briefings
- Interactive Communication Techniques

Day 5: High-Impact Presentations and Performance

- Delivering High-Stakes Presentations
- Communication in Meetings and Conferences
- Personal Branding through Public Speaking
- Final Presentation Practice and Evaluation
- Feedback and Coaching
- Developing a Personal Action Plan for Improvement

Registration form on the Training Course: Public Speaking & Presentation Skills for Leaders

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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