BLACKBIRD FOR TRAINING

Public Speaking & Executive Presence

31 May – 4 June 2027
Lyon (France)



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Ref: 3255326_338178 **Date:** 31 May – 4 June 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

In today's dynamic business world, the ability to communicate with confidence and authority is one of the most powerful assets a leader can possess. Public Speaking & Executive Presence is not merely about delivering a speech — it's about inspiring, influencing, and leaving a lasting impression.

This course is designed to help leaders master the art of impactful communication, manage stage presence, and command attention in any setting — whether addressing large audiences or leading critical meetings. Through a blend of practical exercises and behavioral insights, participants will learn how to project confidence, clarity, and charisma, transforming their communication into a true leadership tool.

Course Objectives

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

- Master public speaking techniques to communicate confidently and persuasively.
- Strengthen executive presence through effective voice control and body language.
- Build compelling presentations that engage and inspire diverse audiences.
- Manage anxiety and overcome stage fright in high-pressure situations.
- Respond strategically to challenging questions and unexpected scenarios.
- Refine storytelling and persuasion skills to influence decisions.
- Develop personal authenticity and credibility as a communicator.
- Enhance leadership image and nonverbal communication effectiveness.

Course Outlines

Day 1: Foundations of Effective Public Speaking

- Understanding the core principles of impactful communication.
- Audience analysis and message adaptation for maximum engagement.
- Structuring presentations for clarity and flow.
- Crafting key messages that connect emotionally and logically.
- Voice tone and rhythm exercises for confident delivery.
- Practical session: building a strong speech opening.



Day 2: Body Language and Executive Presence

- The psychology of presence and its impact on perception.
- Using body posture and facial expressions to convey confidence.
- Mastering gestures, movement, and stage positioning.
- Managing interruptions and maintaining composure.
- Eye contact and audience connection techniques.
- Recorded practice and analysis of personal presentation style.

Day 3: Persuasion and Influence in Public Speaking

- The art of persuasive communication for leadership impact.
- Balancing logic, emotion, and credibility in presentations.
- Storytelling techniques to make messages memorable.
- Handling objections and responding under pressure.
- Delivering complex messages clearly and persuasively.
- Workshop: transforming a technical briefing into an inspiring speech.

Day 4: Managing Nerves and Performing Under Pressure

- Understanding the causes of speaking anxiety and managing them.
- Breathing and relaxation techniques before presentations.
- Converting nervous energy into dynamic stage presence.
- Building self-confidence through practice and feedback.
- Simulated real-life speaking scenarios for practical improvement.
- Personalized coaching and performance review.

Day 5: The Final Presentation and Leadership Impact

- Delivering a full presentation integrating all learned techniques.
- Assessing speech effectiveness — structure, delivery, and impact.
- Peer and trainer feedback for performance enhancement.
- Strengthening authenticity and communication consistency.
- Creating a personal action plan for continuous development.
- Course wrap-up and reflection on personal transformation.



Why Attend This Course? Wins & Losses!

- Gain lasting confidence in public speaking and professional communication.
- Learn to engage, persuade, and inspire audiences effectively.
- Strengthen leadership presence and nonverbal communication.
- Build presentations that captivate and influence decision-makers.
- Improve performance in meetings, conferences, and negotiations.
- Enhance charisma, credibility, and audience connection.
- Receive personalized feedback from expert trainers.
- Develop a professional communication style aligned with leadership excellence.

Conclusion

The Public Speaking & Executive Presence course empowers leaders to elevate their communication from informative to transformational. It enables participants to master both the science and art of influence — combining verbal precision, confident posture, and authentic expression.

By the end of the program, participants will not only speak with confidence but also embody the qualities of a compelling, respected leader. This transformation enhances personal impact, organizational representation, and the ability to lead with vision and clarity.

