

HENDIRICKS AND ASSOCIATES TRAINING AREAS

January – December 2026

Week 3 or 4

To register: info@hendricksassociates.org; Call 0795739813

	Training Area	Dates
3	Public speaking and speech writing	Week 3 & 4

COURSE OUTLINE AND SYNOPSIS

H&A_03: Public speaking and speech writing

Course overview

Public speaking and speech writing are critical skills for professionals across all sectors. This course is designed to equip participants with the confidence, clarity, and technique required to deliver compelling speeches and presentations. The course integrates theory with practical exercises, enabling participants to master stage presence, persuasive communication, audience engagement, and effective structuring of speeches. It also emphasizes crafting speeches tailored to different audiences—whether business, academic, political, or community-based. By combining best practices in speech writing with hands-on delivery training, the course ensures participants are equipped to inspire, influence, and communicate with impact.

Target audience

This course is intended for executives, managers, communication officers, corporate leaders, community leaders, trainers, public servants, media practitioners, spokespersons, and anyone seeking to improve their confidence and effectiveness in public speaking and formal speech delivery.

The Course outline

- Fundamentals of public speaking and oratory
- Understanding the audience and context
- Overcoming stage fright and building confidence
- Elements of an effective speech (content, structure, tone, body language)
- Speech writing techniques: from drafting to polishing
- Persuasive speaking and storytelling for impact
- Rhetoric, metaphors, and analogies in communication
- Use of visual aids and technology in public speaking
- Speech delivery skills (voice projection, pacing, gestures, emphasis)
- Handling questions and impromptu speaking
- Role plays, simulations, and peer-reviewed presentations

How participants will benefit

By the end of this course, participants will have mastered both the art and science of public speaking and speech writing. They will:

- Gain heightened confidence in addressing diverse audiences, from small groups to large conferences.
- Acquire skills to structure and write compelling speeches that communicate messages with clarity, persuasion, and authority.
- Learn how to manage stage fright, nervousness, and performance anxiety through proven psychological and physical techniques.
- Develop an ability to adapt communication styles for different audiences such as corporate boards, donor agencies, community forums, or academic gatherings.
- Strengthen their storytelling and rhetorical skills, enabling them to inspire, influence, and leave lasting impressions.
- Master the use of non-verbal communication—tone, posture, gestures, eye contact—to amplify their presence.

- Gain practical experience through role plays, peer feedback, and mock speeches, ensuring learning is both theoretical and applied.

At the organizational level, participants will return with the ability to represent their institutions more effectively in public engagements, donor meetings, community interactions, and media appearances—thereby enhancing institutional visibility and credibility.

Course duration: 3 days

Course fee: USD 240

