



# LEADERSHIP AND PUBLIC SPEAKING HANDBOOK



# 2025

Clear and confident communication is the foundation of business success. Mastering Business English empowers professionals to lead, negotiate, and collaborate on a global stage.

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**"Empowering Minds, Transforming Careers"**

**[www.leaders.qa](http://www.leaders.qa)**

# ABOUT US



Leaders Training Centre stands at the forefront of premium training services, dedicated to nurturing both individual and organizational growth in Qatar.

Backed up by a seasoned team of trainers, we offer a diverse array of courses spanning leadership, management, marketing, HR, accounting, finance, health and safety, language proficiency, and more.

Our commitment to practical, hands-on learning ensures tangible results. As the exclusive CFA Institute prep provider in Qatar, we forge robust partnerships with esteemed organizations like Qatar Investment Authority (QIA), Baladna, The Commercial Bank, Oryx, Qatar Foundation Endowment, QAPCO, QDVC, among others, fulfilling their professional development needs with distinction.



# COURSE OVERVIEW

This 18-hour course is designed to enhance leadership and public speaking skills, empowering professionals to communicate confidently and lead effectively. Through six interactive modules, participants will learn to manage public speaking anxiety, develop persuasive communication strategies, and apply leadership techniques in group settings.

The course combines practical exercises, real-time feedback, and peer collaboration. By the end, participants will deliver a final presentation showcasing their skills and develop a personal action plan for continued growth. This course is ideal for current or aspiring leaders seeking to improve their public speaking and leadership capabilities.

## Why companies need this training?

### Enhances Team Performance:

Leadership and public speaking training helps employees communicate goals clearly, motivate teams, and lead effectively, driving better overall team productivity and collaboration.

### Builds Confidence and Influence:

Training equips leaders with the confidence to speak persuasively and inspire trust, which is crucial for influencing decisions, managing stakeholders, and promoting company vision.

### Strengthens Company Culture:

Effective leadership fosters a positive work environment, promoting open communication and collaboration, which helps build a strong, cohesive company culture.





# OUTCOMES & DELIVERABLES

## Training Outcomes

- Demonstrate effective leadership skills in various professional settings.
- Confidently deliver structured and engaging public speeches.
- Manage anxiety and build self-confidence for public speaking.
- Utilize techniques for persuasive communication and influence.
- Develop clear, concise, and impactful messages tailored to different audiences.
- Manage group dynamics and lead teams toward achieving goals.



## Deliverables

- **Public Speaking Skillset** – Participants will develop their own 5-minute persuasive speech by the end of the course.
- **Leadership Skills Assessment** – Participants will receive feedback on their leadership style and areas for improvement.
- **Personal Action Plan** – A leadership and public speaking development plan tailored for each participant.





# COURSE OUTLINE

01

## Introduction to Leadership and Public Speaking

- Overview of leadership styles (transformational, transactional, servant leadership, etc.).
- Defining public speaking and its relevance in leadership.
- Self-assessment of leadership strengths and communication style.
- Basics of audience analysis and tailoring your message.

02

## Building Confidence and Managing Anxiety in Public Speaking

- Understanding the psychology of public speaking fear.
- Techniques for anxiety management (e.g., breathing exercises, visualization).
- Building self-confidence through practice.
- Preparing mentally and physically for speeches.

03

## Communicating with Purpose and Impact

- Elements of persuasive communication (ethos, pathos, logos).
- Structuring a compelling speech or presentation.
- Creating powerful openings and memorable conclusions.
- Storytelling techniques for engagement and influence.

04

## Leading Teams and Managing Group Dynamics

- Understanding group dynamics and how to lead teams effectively.
- The role of communication in motivating and influencing others.
- Conflict resolution and negotiation techniques.
- Decision-making and delegation strategies.

05

## Presentation Skills for Leaders

- Visual and vocal delivery techniques (tone, body language, eye contact).
- The use of multimedia and visuals to enhance presentations.
- Engaging your audience and managing feedback.
- Handling challenging questions and scenarios.

06

## Final Leadership Presentation and Feedback

- Presentation of the final persuasive speech on a leadership topic of choice.
- Peer feedback and self-reflection on the presentation.
- Leadership communication in action: inspiring teams with effective communication.
- Developing a personal leadership and public speaking action plan.

# CALL US TODAY!

Leaders Training Centre: Empowering professionals to reach new heights by nurturing their career growth.

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