

Persuasive Speaking

Course Number: 4340

Length: 2 Days

Primary Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

Course Description

Explore the fundamentals of persuasive speaking, discover strategies for audience analysis, and learn techniques to communicate clearly and confidently. Through engaging and dynamic activities, you will apply best practices and gain experience with delivery techniques for effective persuasion—ultimately expanding your personal impact through communications designed to convince, incite action, or enhance belief.

Intended Audience

This course is designed for professionals who want to improve their ability to communicate and persuade others throughout their organization.

Client-Provided Facility Requirements

- Internet required for instructor computer

Course Learning Objectives

- Analyze ways to be more persuasive when speaking in public
- Analyze the use of effective rhetoric in persuasive communication
- Plan to deliver persuasive communication in workplace situations
- Use persuasive speech to influence others in the workplace

Course Additional Features

- Producer Support
- Technical Support Team
- Dedicated In-House Accessibility/Section 508 Compliance
- Student Resource Guides

All details about the Additional Features are available on this page. [Click here to Explore](#)

Course Schedule

DAY ONE	
MORNING	Introduction

Persuasive Speaking

	Module 1: Persuasive Speaking Overview
LUNCH	
AFTERNOON	Module 2: Using Rhetoric to Enhance Persuasive Communications

DAY TWO	
MORNING	Module 3: Preparing to Persuade
LUNCH	
AFTERNOON	Module 4: Capstone: Persuasive Communications

Learning Methods

Lecture, facilitated discussion, small-group activity, peer review, application-based exercises, scenario-based learning, and individual practice and reflection.

Credits

National Association of State Boards of Accountancy (NASBA)

- Field of Study: Personal Development
- Level: Intermediate
- CPEs: 16

Professional Development Units (PDUs)

- Credits: 14

Continuous Learning Points (CLPs)

- Credits: 16

Management Concepts Certificate Program Relationship

This is an elective course in the following program(s):

- [Business Analysis and Requirements Management Master Track](#)
- [Project Management Master Track](#)

Persuasive Speaking

- [Agile in Government Master Track](#)
- [Program Management Certificate Program](#)

Prerequisites

There are no prerequisites for this course.

Pework

There is no prework required for this course.

Requirements for Successful Completion

Full (100%) attendance is expected and required. Successful completion of the course depends on full class attendance and active participation in individual and group exercises.

Follow-On Resources

- [Business Writing](#)
- [Briefing and Presentation Skills](#)
- [Communicating Strategically](#)
- [Influencing Skills](#)

Persuasive Speaking

Ready to Enroll?



See the most recent course information and scheduled classes at this link:
<https://www.managementconcepts.com/course/id/4340>



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