

Frequently Asked Questions

Course Title: Persuasive Speaking

Course #: 4340

Duration: 2 Days

Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

1. What business or organizational need does this course address?

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.

2. Who should attend?

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

3. What will I learn how to do in this course?

- 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

4. What kinds of activities are included in this course?

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

5. Are there prerequisites for this course?

There are no prerequisites for this course.

6. Do I have to complete any prework for the course?

There is no prework required for this course.

Frequently Asked Questions

7. Is this course applicable toward a professional certification?

No, this course is not applicable toward a professional certification. However, many Management Concepts courses do prepare you for professional certification programs. Click [here](#) to see a full list of professional certification programs that are supported by Management Concepts training courses.

8. Does this course count for credit toward a Management Concepts Certificate Program?

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

- [Business Analysis and Requirements Management Master Track](#)
- [Project Management Master Track](#)
- [Agile in Government Master Track](#)
- [Program Management Certificate Program](#)

9. What credits do I earn by completing this course?

The following credits are available for this course:

NASBA CPEs: 16

NASBA Field of Study: Personal Development

NASBA Level: Intermediate

CEUs: 1.3

PDUs: 14

CLPs: 16

10. What course(s) do you recommend after I complete this course?

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

11. What are Additional Features?

Most courses and training solutions have **Additional Features** designed to help every learner master and retain the concepts explored in the course. You can see which Additional Features are added to this course on the course page under the **Learning Objectives & Additional Features** tab – and for a more detailed exploration of our Additional Features, you can visit [this web page](#).