

**CHARTERED**   
INSTITUTE OF PROFESSIONAL CERTIFICATIONS



# DEVELOPING INFLUENTIAL PRESENTATION AND PUBLIC SPEAKING SKILLS FOR DIRECTORS AND SENIOR MANAGEMENT

**Fully Accredited  
By:**

Chartered Institute of  
Professional Certifications

CPD  
Certification Service



# PROGRAM OVERVIEW



A recent survey by Deloitte found that **55% of company's presentations delivered by their senior leadership team are perceived as too complex**, indicating that many senior leaders struggle to simplify their messages and engage their audience effectively. Additionally, 64% of presenters do not adequately research and analyze their target audience, leading to a disconnect between the speaker and the listeners.

Designed for Directors and Senior Leaders within an organization, this certified program is developed to simplify and empower you with an in-depth understanding of effective communication, enabling you to navigate the intricate terrains of influential presentations and public speaking. You will learn about **essential communication methodologies, including audience analysis, message crafting, non-verbal communication, and the use of visual aids.**

Throughout the program, you will gain a comprehensive overview of **persuasive presentation strategies, covering storytelling techniques, rhetorical devices, and methods to manage public speaking anxiety.** This ensures you are well-equipped to engage and inspire diverse audiences. Additionally, you'll gain insights into the **complexities of using visual aids effectively and handling challenging questions with confidence, enhancing your executive presence and impact.**

You will also delve into the **best practices in global public speaking and presentation strategies**, gaining invaluable insights into common pitfalls and notable successes through real-world scenarios. This program emphasizes practical application, interactive exercises, and personalized feedback to prepare you thoroughly for high-stakes presentations and public speaking engagements.

Upon successfully completing the program, you will attain the **Certification in Influential Presentation and Public Speaking Skills for Senior Management.** This certification will enhance your professional credentials, demonstrating your expertise in communication excellence. The industry-recognized certification holds lifelong validity, distinguishing you as a leader proficient in effective communication and influential presentations.

## ACCREDITATIONS



4.8




4.6



# KEY SKILLS YOU WILL GAIN

## From This Program



**MESSAGE CRAFTING  
AUDIENCE ANALYSIS  
STORYTELLING TECHNIQUES  
ANXIETY MANAGEMENT**

**EXECUTIVE PRESENCE  
ENGAGING AUDIENCES  
HANDLING DIFFICULT QUESTIONS  
CONFIDENCE BUILDING**

**PERSUASIVE SPEAKING  
STRONG OPENINGS  
MEMORABLE CLOSINGS  
VOICE MODULATION**

**BODY LANGUAGE  
EYE CONTACT  
EFFECTIVE SLIDES  
DATA PRESENTATION  
FEEDBACK INCORPORATION**

**AUDIENCE INTERACTION  
ETHICAL COMMUNICATION**

# YOUR FACULTY DIRECTOR



## Deborah Torres Patel

Multi-Award Winning Speaker and Leading Authority in Public Speaking and Presentation, With Over 37 years of Global Experience

Deborah Torres Patel is a multi-award winning speaker and leading authority on public speaking and presentation advisor. For the past 37 years, **she has taught thousands of people in 82 countries to communicate with clarity, confidence and credibility.**

Having been on international radio, TV, Broadway and worldclass concert stages with celebrities like Whitney Houston and spoken on global event platforms with leaders like Former British Prime Minister Tony Blair, Deborah is also **coach to many of the world's best-selling authors, professional speakers, and senior leaders of Fortune 500 Companies.** She's been featured in international media including CNBC, Time, Channel NewsAsia, CNN and Forbes with clients including Time Warner, Disney, HP, Shell, BMW, Morgan Stanley and Standard Chartered Bank. She is co-contributing author to the best selling book '88 Essential Secrets for Achieving Greater Success at Work' published by Marshall Cavendish Business.

Deborah has lectured in leading universities including UCLA (Los Angeles), NUS, SMU, NTU in Singapore and Hong Kong Baptist University. She is also a founding member of Asia Professional Speakers Association.



# OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before



Goldman Sachs



SAMSUNG



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BURBERRY



citi



IKEA



VOLVO



HYUNDAI



Pfizer

Life is our life's work



Nestlé

# PROGRAM AGENDA



## DAY ONE - MORNING

### Making a Fantastic First Impression in Your Quick Introduction

- Each participant introduces themselves in front of the group
- Executive presence, leadership stature & stance
- Keys to a powerful voice
- 3 V's of congruency & credibility
- Integrating gestures and body language to get your message across
- Establish an immediate connection with anyone
- Communicate verbally and non-verbally with influence and impact
- Putting it all together with 'on your feet practice'

## DAY ONE - AFTERNOON

### Timeless Presentation Template

- Critical components to cover in the opening minutes of your meeting or presentation
- How to present your credibility and influence people in a short conversation
- Use down-to-earth language that compels people to listen and that speaks to what matters most to them
- Generate and sustain engaging meeting participation
- Presenting and speaking so people can remember, absorb and be motivated to take action
- Effectively structure your data and position your case studies
- How to achieve buy-in without selling
- Deliver the end of your presentation clearly to make it easy for people to take the next steps with you
- Putting it all together with 'on your feet practice'



# PROGRAM AGENDA



## DAY TWO - MORNING

### Powerful Voice & Communication

- Quick warm ups for speaking and presentation
- Overcoming fear of public speaking and presentation anxiety
- Simple presentation structure for being called upon to speak spontaneously
- What to prepare to face a skeptical audience
- Handle challenging questions

## DAY TWO - AFTERNOON

### Final Presentations & Feedback

- Final presentations, feedback and coaching
- How to effectively apply what you learned to any size audience and in any type of communication
- How to consistently deliver extraordinary results
- Participants get on stage one by one to deliver closing comments
- Conclusion - The way forward
- Awarding certificates

# YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with professional charter designation and mark that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certification in Influential Presentation and Public Speaking Skills for Senior Management** that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally demanded and recognized, this certification will amplify your professional qualifications and demonstrate your expertise delivering compelling presentation and public speaking skills. Developed by **Chartered Institute of Professional Certifications**, the content of this program has been independently accredited by **CPD Certification Service** as adhering to the highest standards of continuing professional principles.



# ABOUT US

49,525

Business Leaders Have  
Attained Their Chartered  
Certifications Since 2009

390

Certified and Fully  
Accredited Programs

87%

Chartered Leaders Have  
Reported Career Promotions  
and Enhancements

## Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications program are fully accredited programs. The professional charter and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.





# OUR FACULTY DIRECTORS

We Collaborate With  
Instructors From  
Renowned Institutions



**HARVARD**  
UNIVERSITY



**Wharton**  
UNIVERSITY of PENNSYLVANIA



**Stanford University**



**UNIVERSITY OF MICHIGAN**



**THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE**



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Business  
School**

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Business  
School**





# CONTACT US TODAY

We Thank You for Your Ongoing Support  
of Our Programs

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