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COURSE BROCHURE

Advanced Art of Communication and Rhetorical Speaking Training Course

10 – 21 May 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Art of Communication and Rhetorical Speaking Training Course

Ref: 854_32335 **Date:** 10 – 21 May 2027 **Location:** Casablanca **Fees:** 6800 GBP

Art of Communication and Rhetorical Speaking is a 2-week training course for managers and professionals who present, brief and persuade, and who leave with a Rhetorical Speaking Portfolio of rehearsed talks, story banks and question drills. Decisions now move through short spoken moments, from board briefings to client pitches, where structure, voice and composure decide whether an idea survives. Jupiter Prime Training offers this course on the art of communication and rhetorical speaking.

Why Art of Communication and Rhetorical Speaking Matters Now

Three forces shape spoken persuasion today. Senior audiences have less time and expect the conclusion first. Hybrid meetings strip away much of the body language that once carried a speaker, so voice and wording must work harder. Stakeholders across functions and cultures read the same message differently, which rewards speakers who analyse listeners before drafting. An organisation whose people speak with clarity wins approvals, keeps clients and settles disputes earlier; one whose people ramble loses decisions to the better-prepared voice. The course rests on the classical appeals of credibility, emotion and reasoning, and on narrative structure, vocal technique and audience analysis.

Who Gains Most from Art of Communication and Rhetorical Speaking

- Managers who brief directors and boards on proposals, risks and results
- Professionals who pitch solutions to clients and partners
- Specialists who must explain technical findings to non-specialist decision makers
- Team leads who speak at town halls, launches and change announcements
- Advisers who answer challenging questions in panels and review meetings

Functions that present jointly, such as a bid team or a leadership group preparing an investor or board session, gain most when several members attend together and rehearse shared storylines.

Art of Communication and Rhetorical Speaking Capabilities

Participants practise the craft of the spoken argument, from the first listener profile to the final answer under pressure.

- Analyse an audience's interests, objections and decision rights — the senior sponsor who must approve
- Design a message spine that leads with the ask — the board paper briefing
- Build stories and analogies that carry evidence — the client choosing between options
- Apply breath, pace, pitch and pause deliberately — listeners in large rooms and online calls
- Respond to hostile or unexpected questions with structured answers — the panel testing credibility

- Speak impromptu with a clear frame — the meeting that changes direction without notice

Key Art of Communication and Rhetorical Speaking Terms

- Rhetorical appeals — the three routes to persuasion: the speaker's credibility, the listener's emotion and the logic of the argument.
- Message spine — the single sentence a talk exists to deliver, stated first and supported by every later point.
- Audience map — a profile of listeners showing their interests, likely objections and power over the decision.
- Vocal variety — deliberate changes in pace, pitch, volume and pause that hold attention and signal meaning.
- Bridging — a technique for acknowledging a difficult question and moving the answer back to the key message.
- Impromptu frame — a short reusable structure, such as point, reason, example, point, for speaking without preparation.

Art of Communication and Rhetorical Speaking Day by Day

Day 1: The Persuasion Landscape

- Rhetorical Appeals Audit — Which Appeal Your Recent Talks Relied On
- Spoken Versus Written Argument — When a Meeting Beats a Memo
- Listener Attention Curve — Where Key Points Must Land
- Baseline Recorded Talk — Personal Strengths and Gaps to Target
- Credibility Inventory — Expertise, Character and Goodwill a Speaker Brings

Day 2: Reading the Audience

- Audience Map — Interests, Objections and Decision Rights
- Stakeholder Motive Grid — Framing the Ask for Each Listener
- Cultural Listening Styles — Directness, Hierarchy and Context Expectations
- Pre-Meeting Soundings — Testing a Message Before the Room
- Audience Question Forecast — Anticipating the Three Hardest Challenges

Day 3: Structuring the Message

- Message Spine Sentence — Leading With the Conclusion
- Situation, Complication, Resolution Flow — Framing a Business Problem
- Signposting and Transitions — Keeping Listeners Oriented
- Rule of Three Grouping — Choosing Supporting Points
- Openings and Closings — First and Last Thirty Seconds

Day 4: Storytelling With Evidence

- Story Arc Design — Tension, Turning Point and Resolution
- Personal Anecdote Bank — Stories That Earn Trust
- Data Narratives — Turning Figures Into a Single Insight
- Analogy and Metaphor Craft — Making Technical Ideas Concrete
- Case Story Selection — Healthcare and Logistics Examples Compared

Day 5: Voice and Physical Presence

- Breath Control Drills — Steady Delivery Under Pressure
- Pace, Pitch and Pause — Signalling Emphasis and Meaning
- Posture and Gesture — Congruence Between Body and Message
- Eye Contact Patterns — Connecting With Rooms of Any Size
- Camera and Microphone Technique — Presence in Virtual Meetings

Day 6: Language That Persuades

- Rhetorical Devices — Contrast, Repetition and Rhetorical Questions
- Plain Language Editing — Removing Jargon for Mixed Audiences
- Framing and Word Choice — Gain Versus Loss Emphasis
- Concession and Rebuttal — Answering Objections Inside the Talk
- Memorable Phrasing — Lines Listeners Repeat After the Meeting

Day 7: Speaking to Senior Decision Makers

- Executive Briefing Format — Ask, Options and Recommendation
- Time-Cut Rehearsal — Delivering a Twenty-Minute Talk in Five
- Visual Aid Discipline — Slides That Support Rather Than Speak
- Board Room Etiquette — Reading Signals From the Chair
- Escalation Messages — Raising Bad News Without Losing Trust

Day 8: Handling Questions and Challenge

- Question Triage — Clarifying, Hostile and Off-Topic Questions
- Bridging Technique — Returning to the Message Spine
- Pause and Reframe — Buying Thinking Time Gracefully
- Admitting Limits — Saying I Do Not Know Credibly
- Panel and Press Simulation — Responding Under Sustained Pressure

Day 9: Impromptu and Conversational Persuasion

- Impromptu Frames — Point, Reason, Example, Point Structure
- Elevator Messages — Thirty-Second Cases for an Idea
- Toasts, Tributes and Recognition Speeches — Ceremonial Speaking Choices
- Persuasive Dialogue — Listening Moves That Open Agreement
- Recovery Techniques — Handling a Blank Mind or Interruption

Day 10: Practising the Rhetorical Speaking Portfolio

- Audience Map Applied — Profiling a Real Upcoming Audience
- Message Spine and Story Rehearsal — Full Talk With Peer Critique
- Vocal Delivery Review — Comparing Against the Baseline Recording
- Live Question Drill — Bridging Under Facilitator Challenge
- Rhetorical Speaking Portfolio — Final Talks, Story Bank and Practice Plan

Applying Art of Communication and Rhetorical Speaking After the Course

- Rebuild one upcoming briefing around a message spine and audience map, then rehearse it with a colleague who plays the toughest listener.
- Run a monthly speaking circle where team members deliver impromptu frames and practise bridging on live business questions.

Art of Communication and Rhetorical Speaking Questions FAQ

What is the art of communication and rhetorical speaking, and why does it matter now?

It is the craft of shaping spoken arguments so listeners understand, believe and act. It matters now because senior audiences have less time, hybrid meetings weaken body language, and decisions increasingly depend on short, well-structured spoken moments.

Which roles gain most from art of communication and rhetorical speaking skills?

Managers and professionals who brief senior leaders, pitch to clients or explain specialist findings gain most. You benefit if your proposals depend on how well you speak in a room or on a call, rather than on written reports alone.

How does an art of communication and rhetorical speaking course differ from a presentation skills course?

It goes beyond slides and delivery tips. A presentation course centres on preparing a deck; this one centres on rhetoric, audience analysis, storytelling, voice and impromptu speaking, so you can persuade with or without visual aids.

What will I bring back from the art of communication and rhetorical speaking course?

You bring back a portfolio of rehearsed talks, a story bank, question drills and a personal practice plan. These help you prepare your next briefing faster and answer challenges with more composure.

Art of Communication and Rhetorical Speaking: The Way Forward

The Rhetorical Speaking Portfolio first informs how a participant prepares the next high-stakes briefing: which audience to profile, which story to tell and which question to rehearse. Managers, bid leads and specialists use it before every important meeting. After its first use, the perspective worth revisiting is the audience map, since listener interests shift as projects and organisational priorities change.