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COURSE BROCHURE

Voice of Leadership Training Course for Middle Managers

20 – 24 September 2027
Casablanca

jupiterprime.uk
info@jupiterprime.uk
Registered in the United Kingdom and Saudi Arabia

Voice of Leadership Training Course for Middle Managers

Ref: 1296_48660 **Date:** 20 – 24 September 2027 **Location:** Casablanca **Fees:** 4500 GBP

Voice of Leadership is a 1-week training course for middle managers and professionals who speak for their teams in meetings, briefings and upward conversations, and who leave with a Leadership Voice Playbook of messages, stories and answers for their own context. As decisions move faster and attention spans shrink, the manager who can state a case clearly decides whether a team's work is seen and funded. Jupiter Prime Training offers this course on Voice of Leadership.

Why Voice of Leadership Matters Now

Hybrid meetings, crowded agendas and executives who expect the answer first have changed how middle managers must speak. A team's proposals now compete for a few minutes of senior attention, often through a screen, and the manager who rambles or hedges loses the slot. Organisations whose managers speak with clarity escalate risks early, secure resources for good ideas and keep frontline staff informed; where managers stay silent or unclear, problems surface late and talented teams go unnoticed. The course draws on the Minto Pyramid Principle for answer-first structure, Aristotle's ethos, pathos and logos for persuasion, and established voice-production practice for breath, pace and pitch.

Who Gains Most from Voice of Leadership

- Managers who present their team's results and requests to senior leaders
- Professionals who represent a function in cross-departmental meetings
- Project leads who brief sponsors and steering groups on progress and risk
- Specialists stepping into roles where they must explain technical matters to non-specialists
- Supervisors who relay difficult decisions from above to their teams

Management groups preparing for a period of change gain most when several members attend together and agree a shared way of framing messages up and down the line.

Voice of Leadership Capabilities

Participants rehearse on camera and in live meeting simulations, working with cases from engineering projects and financial services operations.

- Apply breath control, pace and pitch variation to sound composed under pressure — for audiences judging credibility in the first minute
- Design answer-first messages using the Pyramid Principle — for executives who decide on limited time
- Build short leadership stories that turn data into meaning — for teams asked to act on a decision
- Communicate a team's position in meetings with authority and brevity — for peers and chairs weighing competing proposals
- Test responses to hostile or unexpected questions using bridging techniques — for stakeholders probing a recommendation
- Deliver a persuasive leadership talk that closes with a clear request — for sponsors whose support the team needs

Key Voice of Leadership Terms

- Vocal presence — the impression of confidence and control created by breath, resonance, pace and deliberate pauses.
- Pyramid Principle — a structure that states the main answer first, then groups supporting arguments beneath it in logical order.
- Ethos, pathos and logos — the three classical appeals of persuasion: credibility of the speaker, emotion of the audience and logic of the argument.
- Bridging — a technique for acknowledging a difficult question and moving the answer back to the speaker's key message.
- Elevator brief — a sixty-second spoken summary of a position, its reason and the action requested.
- Signposting — short phrases that tell listeners where a talk is going, such as numbered points or transitions.

Voice of Leadership Day by Day

Day 1: The Manager as Spokesperson

- Speaking Up, Down and Across — Mapping Audiences a Middle Manager Serves
- First-Impression Audit on Camera — Spotting Habits That Weaken Credibility
- Ethos, Pathos and Logos — Balancing the Three Appeals for Each Audience
- Personal Voice Baseline — Recording Pace, Pitch and Filler Words
- Silence and Pausing — Using Stillness to Signal Confidence

Day 2: Vocal Delivery and Physical Presence

- Diaphragmatic Breathing Drills — Steadying the Voice Under Pressure
- Resonance and Projection — Being Heard in Rooms and on Calls
- Pitch and Inflection Patterns — Avoiding Uptalk That Sounds Uncertain
- Posture, Gesture and Eye Contact — Aligning Body Language With Message
- Virtual Presence Set-Up — Camera Framing, Lighting and Microphone Choices

Day 3: Framing Messages for Executives

- Minto Pyramid Principle — Putting the Answer Before the Background
- Situation Complication Resolution — Opening a Proposal Senior Leaders Follow
- Elevator Brief Construction — Stating Position, Reason and Request
- Numbers That Speak — Choosing Three Figures That Carry the Case
- Signposting Techniques — Guiding Listeners Through Complex Updates

Day 4: Stories, Meetings and Tough Questions

- Leadership Story Arc — Turning Events and Data Into Meaning
- Meeting Intervention Tactics — Entering, Holding and Closing a Point
- Bridging and Flagging — Handling Hostile or Off-Topic Questions
- Delivering Unwelcome Decisions — Speaking for Leadership to the Team
- Disagreeing Upward — Voicing Concerns Without Damaging Relationships

Day 5: Practising the Leadership Voice Playbook

- Persuasive Leadership Talk — Delivering a Recorded Five-Minute Case
- Executive Q&A Simulation — Applying Bridging Under Time Pressure
- Steering Group Role-Play — Combining Pyramid Structure With Vocal Control
- Peer Feedback Against the Voice Baseline — Measuring Progress Since the Start
- Leadership Voice Playbook — Assembling Messages, Stories and Prepared Answers

Applying Voice of Leadership After the Course

- Rewrite the next upward update using the Pyramid Principle and open it with an elevator brief.
- Record a two-minute team briefing each week for a month and compare pace, pauses and filler words with the baseline.

Voice of Leadership Questions FAQ

What is voice of leadership, and why does it matter now?

Voice of leadership is a manager's ability to speak for a team with clarity, composure and persuasive structure. It matters now because hybrid meetings and crowded agendas give managers only minutes to secure attention, support and resources for their teams' work.

Which roles gain most from voice of leadership training?

Middle managers, project leads and specialists who represent their teams gain most. They speak upward to executives, across to peer functions and down to staff, and each audience needs a different structure and tone.

How does voice of leadership training differ from an executive presence course?

It serves managers in the middle of the organisation who speak for a team, not senior executives building personal gravitas. The emphasis is on upward briefs, meeting interventions and relaying decisions rather than boardroom or media appearances.

What do you bring back from voice of leadership training?

You bring back a personal playbook with your core messages, two or three leadership stories, prepared answers to likely tough questions and a voice baseline to keep improving against.

Voice of Leadership: The Way Forward

The Leadership Voice Playbook collects a manager's core messages, stories and prepared answers in one place. Its first use is preparing the next upward proposal, and the manager and a trusted peer use it to rehearse before important meetings. After a few months, the voice baseline and prepared answers are worth revisiting as the team's priorities and audiences shift.