

SPOKESPERSON & SPEECH WRITING

Persuasive Speech Writing & Storytelling Mastery: Influence, Emotion & Audience Engagement

A two-day programme in persuasive speech writing & storytelling, with eight modules and workplace application.



DURATION 2 days **DELIVERY** Public or in-house

Why this programme

Participants learn to create speeches that combine sound reasoning, human stories and clear calls to action. The programme explores audience motivation, narrative structure, persuasive techniques, ethical influence and delivery-aware editing.

What participants will learn

- 01** Write speeches that connect emotionally while remaining credible and relevant.
- 02** Build arguments with clear reasoning, evidence and examples.
- 03** Use storytelling to make complex ideas memorable.
- 04** Create appropriate calls to action for different audiences and occasions.

Who should attend

Speech writers, communication professionals, trainers, leaders, advocates, public speakers and professionals who need to influence audiences.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 - Foundations & Core Skills

01 Audience Psychology & Ethical Persuasion

- Identify audience needs, concerns and motivations while avoiding manipulation or unsupported claims.

02 The Story Arc: Context, Tension & Resolution

- Build a coherent narrative that moves from a relevant situation to insight and meaningful outcome.

03 Evidence, Examples & Persuasive Reasoning

- Support claims with credible facts, concrete examples and logical transitions.

04 Emotion, Language & Memorable Phrasing

- Use vivid but appropriate language, contrast, repetition and rhythm to reinforce the message.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Opening Hooks & Calls to Action

- Create openings that earn attention and endings that specify a realistic next step.

06 Adapting Stories for Different Audiences

- Adjust detail, tone, cultural references and examples for formal, community and professional settings.

07 Persuasive Speech Writing Studio

- Draft and revise a speech using a real or provided brief, with peer review and facilitator guidance.

08 Spoken Delivery & Impact Review

- Read the speech aloud, refine pacing and emphasis, and assess clarity, credibility and audience relevance.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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