



# Public Speaking and Influential Communication Workshop

Helping senior leaders become more influential communicators and confident presenters.

3-day advanced interactive and in-person workshop.



# 69%

A study in Harvard Business Review highlighted that 69% of managers agree that communication & Presentation is their most important skill. Poor communication is linked to business failures and leadership struggles, particularly in delivering key presentations.







# What Makes This Workshop Different?

- **Hands-On Learning:** Interactive exercises with personalized feedback.
- **Real-World Scenarios:** Participants practice real-life challenges they face in their roles.
- **Holistic Skill Development:** Public speaking, nonverbal communication, and executive presence.
- **Immediate Application:** Participants prepare and deliver presentations with feedback.

# What You'll Master in the Public Speaking and Influential Communication Workshop

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## Overcome Public Speaking Anxiety

Equip yourself with strategies to manage nervousness and speak with confidence in high-stakes environments.

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## Master Presentation Preparation

Develop a strategic approach to structuring presentations that align with leadership objectives.

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## Craft High-Impact Presentations

Learn to create presentations that communicate complex ideas clearly and inspire action.

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## Deliver with Executive Presence

Cultivate a commanding presentation style that projects authority and influence.

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## Engage Stakeholders Effectively

Hone your ability to captivate and maintain the attention of diverse, high-level audiences.

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## Navigate Challenging Audiences

Gain tools to manage tough questions and skeptical stakeholders with composure and professionalism.

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## Refine Through Real-Time Feedback

Practice delivering presentations to live audiences and receive actionable feedback to enhance your leadership communication





# What You'll Walk Away With

- **Workshop Workbook:** A comprehensive guide for ongoing reference.
- **Two Live Presentations:** Practice presentations with real-time feedback from peers and the trainer.
- **Interactive Activities:** Numerous exercises to hone your public speaking and presentation skills.
- **Completion Certificate:** A certification of achievement to recognize your skill development.



# Workshop Agenda

## Day 1

- Deep Dive into anxiety & tools to deal with it.
- Planing your content
- Styles for better impact
- The power of storytelling
- The art of practicing

## Day 2

- Qualities of an impactful & influential presenter
- Delivering with impact
- Body language & nonverbal cues
- Dealing with difficult audiences
- Mastering the Q&A session

## Day 3

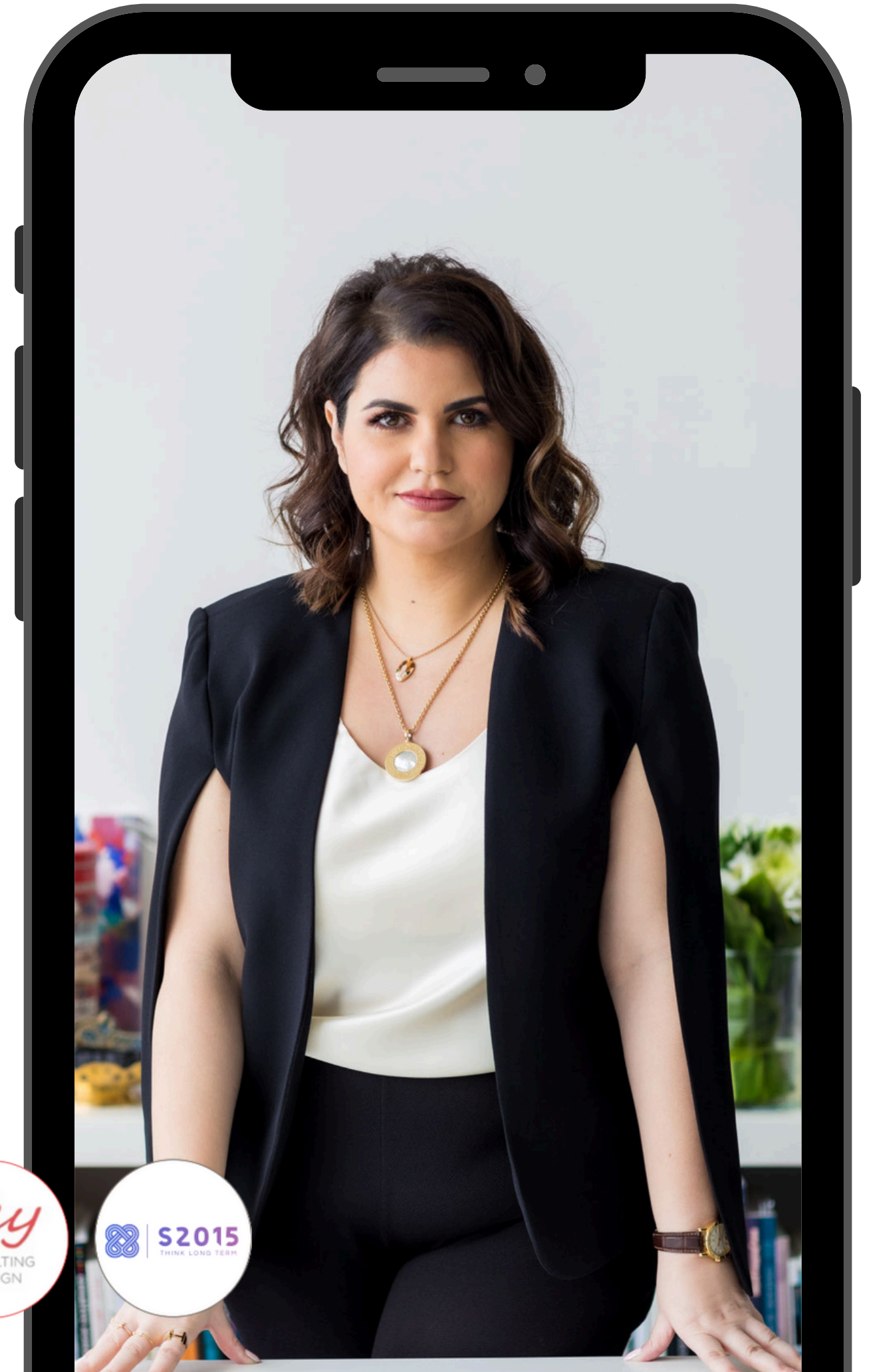
- Putting it all together
- Presentation Day with live feedback



# ABOUT THE TRAINER

## HIBA BEYDOUN

Hiba Beydoun is a seasoned Saudi business and marketing consultant with nearly 15 years of experience across FMCG, tech startups, and Fortune 500 companies. She was instrumental in launching Careem in Saudi Arabia and has earned prestigious awards from Unilever and Google. Specializing in growth strategy, digital transformation, and leadership development, Hiba brings her expertise to empowering senior leaders to master communication and influence. She holds an Executive MBA from London Business School and has furthered her studies at MIT Sloan.





“

It was such a thorough experience in just two days. Hiba is an idol and a reference in the field. The workshop wasn't only informative but also engaging. Hiba employed a variety of methods to maintain our attention and interests, and the positive energy in the room made it a wonderful, educational experience.” **Ahmed Madani - Chief Architect**

“

I would like to say a huge thank you for the fantastic workshop. Your expertise and guidance were invaluable, and we all feel much more confident and equipped to deliver impactful presentations. Your passion for teaching really shines through, and it made the whole experience engaging and enjoyable. We're grateful for the knowledge and skills you've imparted on us. Thanks again, Hiba! You're an exceptional trainer, and we look forward to applying what we've learned in our future presentations

**Ayman Alghamdi - Factory Manager, Barns**

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Thank you for letting our fear fall back..stage fright and speaking clearly. You did a great job. 3 days passed very quickly. It was a well engaging session during the explanation and discussions u kept ur calm. You have a very good presentation and explanation style. All the guidelines and explanations you explained in the exercise book you actually did show by interacting and conducting this session.

**Farhan khan - IT & Applications Manager, Barns**





# Book Your Workshop

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