



NAIL IT PUBLIC SPEAKING presents...

Executive Presence Certificate

Course Outline & Key Takeaways

A Six-Day Program in Confident, Persuasive, and Memorable Communication

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Day 1 — Communicate Like a Confident Leader

Lesson 1: Organize Your Thoughts

- **Structure your thinking for maximum impact** — Learn proven frameworks to quickly organize your ideas, whether you're explaining a problem, making a recommendation, telling a story, or presenting to senior leaders.
- **Make your message easy to follow — and remember** — Use signposting, transitions, summaries, and strategic ordering to help your audience follow your thinking and retain your key points.
- **Communicate with clarity and confidence under pressure** — Master executive-ready structures like PREP, STAR, SCR, and the Pyramid Structure so you can get to the point, support your ideas, and confidently drive decisions.

Lesson 2: Chairing Meetings (A Step-by-Step Guide)

- **Lead meetings that are purposeful, focused, and efficient** — Learn how to set clear objectives, build effective agendas, manage time, establish ground rules, and keep discussions moving toward a meaningful outcome.
- **Get everyone engaged — without letting the meeting get hijacked** — Develop practical techniques to encourage participation, manage dominant voices, handle interruptions and tangents, and create an environment where everyone contributes.
- **Turn meetings into action — not just conversation** — Learn how to close with clear decisions, assign accountability, document action items, and follow up so that what happens after the meeting is just as effective as what happens during it.

Day 2 — Express Your Thoughts Impactfully

Lesson 1: Use an Expressive Voice

- **Make your voice work for you** — Learn how to use pauses, pace, pitch, volume, stress, and emphasis to sound more confident, intentional, engaging, and persuasive.
- **Bring your message to life** — Discover how vocal variety and facial expressions can communicate emotion, credibility, confidence, and authority — making your message more compelling and memorable.
- **Master the subtle skills that elevate executive presence** — Practice controlling your delivery in real-world situations so you can match your voice and expressions to your message, whether you're presenting, leading a meeting, interviewing, or influencing others.

Lesson 2: Communicate More with Body Language

- **Use body language to project confidence and credibility** — Learn how to use eye contact, posture, gestures, and movement intentionally to appear more confident, credible, engaged, and in control.
- **Make your nonverbal communication support your message** — Discover how to make your gestures, facial expressions, movement, and posture work together with your words — reinforcing key ideas instead of distracting from them.
- **Master the details that shape how others perceive you** — Learn how to adapt your body language and professional appearance to different audiences, settings, cultures, and presentation formats — including virtual communication.

Lesson 3: Show Confidence Under Pressure

- You'll learn how to project calm under pressure using controllable techniques — breath, pace, stillness — instead of relying on how you happen to feel in the moment.
- You'll learn how to use the pause as a tool, buying yourself thinking time while it reads to others as control rather than hesitation.

Day 3 — The Power of Respect and Storytelling

Lesson 1: Communicate with Respect & Difficult Conversations

- You'll learn how to speak up and push back without triggering defensiveness — stating your view as one contribution among equals, not a verdict.
- You'll learn how to protect your credibility so disrespect doesn't take root in the first place — through consistency, accuracy, and follow-through rather than title or tone.
- You'll learn how to stay composed when you're disrespected in the moment — pausing to read intent before reacting, so you never hand the other person a win by escalating.

Lesson 2: Strengthen Your Voice

- Speak with volume that starts with the breath, not the throat — projecting from the core keeps the voice strong without straining the vocal folds.
- Six specific, trainable adjustments turn a weak or muffled voice into one that fills a room.
- The right volume isn't fixed — it shifts with room size, audience distance, and the emotional weight of what's being said, and most speakers err too quiet rather than too loud.

Lesson 3: Strategic Storytelling

- Storyselling and storytelling with purpose aren't the same thing — one pushes people toward a decision, the other earns genuine investment in the outcome, and confusing the two is why so many pitches fall flat.
- The same underlying structure powers a personal story, a brand story, and a project update — master it once and adapt it to any room instead of starting from scratch each time.
- The story that moves an internal stakeholder isn't the story that moves an external one — strong storytellers shift the same truth to fit what each audience actually cares about.

Day 4 — Save Time and Create Urgency

Lesson 1: Speak Concisely & Stop Long-Windedness

- Talking more doesn't make you a better communicator — it often signals the opposite, raising doubts about whether you can organize your thoughts and get to the point.
- The fix starts with a pause, not a filter — people rarely tell you when you've talked too long, so noticing it yourself (and using silence instead of filler words) does more than any script.
- Leading with the conclusion changes how a message lands — stating the headline first, in plain language, respects the listener's time and makes the point impossible to miss.

Lesson 2: Be Persuasive

- Persuasion isn't one-size-fits-all — attitudes shift easily, beliefs need evidence, and values barely move at all, so the right strategy depends entirely on which one you're trying to change.
- People process persuasion two different ways — some listeners weigh your logic carefully, others are swayed by tone, confidence, and delivery — and the strongest messages are built to work on both.
- The most persuasive speeches aren't the most aggressive ones — they meet listeners where they already stand and move them one step closer, rather than demanding they cross the whole distance at once.

Day 5 — Speak with More Impact

Lesson 1: Advanced Persuasive Strategies

- Credibility isn't fixed — it's built in phases, from the first impression before you speak to the one that lingers after you're done, and each phase can be deliberately shaped.
- Logic alone rarely moves people — pairing solid evidence with the right reasoning style (and knowing which one your audience culturally expects) is what makes an argument actually land.
- The same message needs a different opening depending on the room — a receptive audience wants a clear ask, a neutral one needs a reason to care, and a skeptical one needs common ground before anything else.

Lesson 2: Listen Like a Leader

- Listening isn't passive — it's five deliberate steps (selecting, attending, understanding, remembering, responding), and most people quietly skip one without realizing it.
- The gap between how fast someone talks and how fast the brain can listen is huge — nearly 600 words a minute of spare mental capacity, which is exactly where attention wanders off if it isn't put to work.
- Not everyone listens for the same thing — some people tune in for feelings, others for action items, others for evidence — and knowing your own style (and the speaker's) changes what you actually walk away with.

Day 6 — Tailor Your Message & Make It Memorable

Lesson 1: Reading the Room

- Reading a room starts with knowing someone's baseline first — the same silence or crossed arms means nothing on its own, but everything the moment it deviates from how that person normally shows up.
- The face often says what words won't — a furrowed brow, a tightened lip, or a smile that never reaches the eyes can surface disagreement seconds before someone actually voices it.
- The real signal isn't any single cue — it's the cluster: when tone, posture, and expression all shift together, that's the moment worth pausing on and adjusting your approach.

Lesson 2: Craft Memorable Messaging

- A memorable message works like a deviation from baseline — brains are wired to notice what breaks the expected pattern, so contrast and surprise stick where predictable phrasing gets tuned out.
- One vivid, concrete detail can outlast an entire page of data — much like a single flash of expression reveals more than a paragraph of words, specificity is what makes an idea lodge in memory.
- A message rarely sticks from one mention alone — it's the cluster: hearing it, seeing it, and feeling it reinforced across multiple moments — that's what actually cements it in someone's mind.

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