Training Course on Rhetoric- The Art of Persuasion

Professional Development Training Course Outline

Category	Development	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The ability to persuade, influence, and inspire is a fundamental skill in leadership, public speaking, negotiations, and everyday communication. Rhetoric—the art of persuasion—has been a powerful tool used by leaders, politicians, marketers, and public speakers throughout history. Training Course on Rhetoric- the Art of Persuasion equips participants with the techniques of effective argumentation, persuasive speech, emotional appeal, and logical reasoning to enhance their communication impact.

This course explores the classical principles of rhetoric (ethos, pathos, logos), modern persuasive strategies, and practical applications in various fields such as business, media, and public discourse. Through interactive exercises, real-life case studies, speech analysis, and role-playing, participants will gain the confidence and skills to craft compelling messages, handle objections, and influence diverse audiences effectively.

Programme Curriculum

Training Course on Rhetoric- the Art of Persuasion

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Course Objectives

By the end of this course, participants will be able to:

1. Understand the fundamentals of rhetoric and persuasive communication.

2. Apply Aristotle’s modes of persuasion (ethos, pathos, logos) effectively.
3. Develop strong argumentation and logical reasoning skills.
4. Master the art of storytelling to engage and persuade audiences.
5. Enhance public speaking and presentation techniques.
6. Utilize non-verbal communication and vocal delivery for impact.
7. Identify and counter logical fallacies in arguments.
8. Adapt persuasion techniques to different audiences and contexts.
9. Use rhetoric in negotiations, sales, and leadership.
10. Overcome stage fright and build confidence in speaking.
11. Apply persuasive writing techniques in business and media.
12. Analyze historical and contemporary persuasive speeches.
13. Craft powerful and memorable messages for influence.

Target Audience

1. Leaders and Managers
2. Public Speakers and Trainers
3. Sales and Marketing Professionals
4. Journalists and Media Professionals
5. Politicians and Policy Advocates
6. Debaters and Academics
7. Lawyers and Negotiators
8. Entrepreneurs and Business Owners

Course Content

Module 1: Introduction to Rhetoric

- Definition and importance of rhetoric
- The historical significance of persuasive speech
- The power of language in influencing thoughts and behavior
- Overview of classical and modern rhetorical techniques
- Ethical considerations in persuasion

Module 2: Aristotle’s Three Modes of Persuasion

- Understanding **ethos (credibility), pathos (emotion), and logos (logic)**
- When and how to use each mode for maximum effect
- Balancing the three elements in persuasive speech
- Case studies of effective persuasion using ethos, pathos, and logos
- Practical exercises in rhetorical appeal

Module 3: Crafting Persuasive Arguments

- Understanding the structure of a strong argument
- Developing logical reasoning and supporting claims with evidence
- Using rhetorical devices to enhance persuasion
- Countering opposing arguments effectively
- Common logical fallacies and how to avoid them

Module 4: The Art of Storytelling in Persuasion

- The role of storytelling in making messages memorable
- Building emotional connections through personal narratives
- Structuring compelling stories for persuasion
- Using metaphors and analogies to simplify complex ideas
- Case studies of persuasive storytelling

Module 5: Public Speaking and Presentation Skills

- Overcoming stage fright and nervousness
- Voice modulation, tone, and pacing for impact

- Using body language to reinforce messages
- Engaging the audience with rhetorical questions and repetition
- Delivering speeches with confidence and authority

Module 6: Non-Verbal Communication in Persuasion

- The psychology of non-verbal cues
- The impact of eye contact, gestures, and posture
- Using silence and pauses effectively
- Understanding audience reactions through body language
- Enhancing persuasion through vocal variety

Module 7: Logical Fallacies and How to Avoid Them

- Identifying common fallacies in arguments
- The danger of misinformation and manipulation
- How fallacies weaken persuasive efforts
- Practical exercises in spotting and correcting fallacies
- Debating techniques to counter weak arguments

Module 8: Adapting Persuasion Techniques to Different Audiences

- Understanding audience demographics and psychology
- Tailoring messages for business, politics, sales, and media
- Cultural considerations in persuasive communication
- Adjusting tone and style for different communication channels
- Case studies on audience-specific persuasion

Module 9: Rhetoric in Leadership and Influence

- The role of persuasion in effective leadership
- Inspiring teams and stakeholders with strong rhetoric
- How great leaders use persuasive communication
- Developing a leadership communication style
- Real-world examples of leadership rhetoric

Module 10: The Role of Rhetoric in Sales and Negotiation

- Persuasive techniques for closing deals
- Handling objections and resistance in sales conversations
- Using persuasive storytelling to sell products and ideas
- Building rapport and trust through rhetoric
- The psychology of decision-making and persuasion

Module 11: Overcoming Fear and Building Confidence in Speaking

- Identifying the root causes of stage fright
- Strategies to stay calm and composed under pressure
- Techniques for spontaneous speaking and improvisation
- Practicing persuasive speech in real-world scenarios
- Developing a confident and authentic speaking style

Module 12: Persuasive Writing Techniques

- The principles of rhetorical writing
- Crafting persuasive emails, proposals, and speeches
- Using powerful words and phrases for impact
- Structuring arguments effectively in written form
- Editing and refining persuasive content

Module 13: Analyzing Great Persuasive Speeches

- Breakdown of famous speeches in history

- Lessons from great orators such as Martin Luther King Jr., Barack Obama, Winston Churchill, and others
- Identifying the rhetorical devices used in effective speeches
- Applying lessons from historical speeches to modern contexts
- Exercises in speech analysis and critique

Module 14: The Ethics of Persuasion

- The difference between persuasion and manipulation
- Ethical considerations in political, business, and media persuasion
- How to use rhetoric responsibly and transparently
- Recognizing and resisting unethical persuasion tactics
- Case studies on ethical vs. unethical persuasion

Module 15: Creating a Powerful and Memorable Message

- Developing a signature speech or persuasive pitch
- Crafting a compelling call to action
- Ensuring clarity and consistency in messaging
- Delivering a final presentation with feedback
- Long-term strategies for mastering the art of persuasion

Training Methodology

1. **Expert-Led Discussions** – Learning from experienced communicators, public speakers, and persuasion experts.
2. **Interactive Workshops** – Hands-on exercises in speechwriting, argumentation, and persuasion.
3. **Live Role-Playing** – Simulated persuasive speeches, debates, and real-world negotiation scenarios.
4. **Case Studies & Speech Analysis** – Examining the techniques of history's greatest persuaders.
5. **Personalized Coaching** – One-on-one feedback and improvement strategies.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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