

# Public Speaking for Trade Union Leaders Training Course

## Professional Development Training Course Outline

|          |              |               |                         |
|----------|--------------|---------------|-------------------------|
| Category | Trade Unions | Duration      | 5 Days                  |
| Base Fee | \$1,500 USD  | Delivery Mode | Online / On-site Hybrid |

### Course Introduction

Effective communication is the cornerstone of impactful leadership, and for trade union leaders, mastering public speaking is critical to influence, motivate, and drive collective action. Public Speaking for Trade Union Leaders Training Course equips participants with advanced skills in persuasive communication, confidence-building, and strategic message delivery. Through dynamic workshops, interactive exercises, and real-world case studies, leaders learn to engage members, address stakeholders, and navigate challenging conversations with authority and clarity.

In today's fast-paced labor landscape, union leaders must be adept at conveying complex policies, negotiating effectively, and inspiring trust among diverse audiences. This training emphasizes storytelling, emotional intelligence, crisis communication, and digital presentation skills, ensuring participants leave with actionable techniques to amplify their voice, foster solidarity, and strengthen organizational impact.

### Programme Curriculum

#### Public Speaking for Trade Union Leaders Training Course

##### Introduction

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### **Course Duration**

5 days

### **Course Objectives**

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

1. Master persuasive public speaking techniques for union advocacy.
2. Develop compelling speechwriting skills tailored for labor audiences.
3. Build confidence and stage presence under high-pressure scenarios.
4. Apply negotiation communication strategies for collective bargaining.
5. Leverage emotional intelligence to connect with diverse members.
6. Enhance crisis communication capabilities in challenging contexts.
7. Utilize digital presentation tools for virtual meetings and webinars.
8. Craft impactful storytelling to inspire and mobilize members.
9. Improve active listening and feedback skills for effective dialogue.
10. Navigate media interviews and public scrutiny professionally.
11. Foster inclusive communication to bridge generational and cultural gaps.
12. Evaluate audience engagement metrics for continuous improvement.
13. Implement strategic messaging aligned with organizational objectives.

### **Target Audience**

- Trade union leaders and executives
- Labor relations officers
- Employee advocacy coordinators
- Negotiators and collective bargaining representatives
- Union communication officers
- Activists and community organizers
- HR managers working with labor unions
- Emerging leaders within worker organizations

### **Course Modules**

#### **Module 1: Foundations of Public Speaking**

- Principles of effective union communication
- Understanding audience psychology
- Overcoming fear and stage anxiety
- Voice modulation and clarity techniques
- **Case Study:** Successful speeches by global labor leaders

#### **Module 2: Speechwriting for Leaders**

- Structuring speeches for impact
- Crafting persuasive opening and closing statements

- Integrating data and anecdotes
- Adapting speeches for different formats
- **Case Study:** Landmark collective bargaining announcements

### **Module 3: Storytelling & Engagement**

- Storytelling frameworks for advocacy
- Emotional connection with audiences
- Using metaphors and real-life examples
- Interactive storytelling exercises
- **Case Study:** Inspiring narratives that mobilized union members

### **Module 4: Negotiation & Persuasion Techniques**

- Communication in high-stakes negotiations
- Assertive vs. aggressive messaging
- Influencing stakeholders and members
- Role-playing negotiation scenarios
- **Case Study:** Winning negotiation strategies in labor disputes

### **Module 5: Digital & Remote Presentations**

- Virtual meeting etiquette
- Leveraging presentation tools (PowerPoint, Zoom, Miro)
- Engaging online audiences effectively
- Recording and reviewing presentations
- **Case Study:** Successful digital campaigns by unions

### **Module 6: Crisis Communication & Conflict Management**

- Handling contentious public discussions
- Managing member grievances publicly
- Media relations during crises
- Real-time communication decision-making
- **Case Study:** Union response during strikes or legal disputes

### **Module 7: Leadership Communication & Emotional Intelligence**

- Building trust through authentic communication
- Empathy-driven leadership
- Feedback loops and active listening
- Motivating teams through speech and dialogue
- **Case Study:** Leaders who transformed member engagement

### **Module 8: Inclusive & Strategic Messaging**

- Addressing diverse workforce demographics
- Aligning messages with organizational strategy
- Developing culturally sensitive content
- Evaluating message effectiveness
- **Case Study:** Inclusive communication campaigns in multinational unions

## Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

Send us an email: [info@fineskilltrainingcenter.org](mailto: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   |
|-------------|-------------|----------|---------|
| 07 Sep 2026 | 11 Sep 2026 | Online   | \$1,000 |
| 07 Sep 2026 | 11 Sep 2026 | Physical | \$1,500 |
| 14 Sep 2026 | 18 Sep 2026 | Online   | \$1,000 |

| Start Date  | End Date    | Location | Price   |
|-------------|-------------|----------|---------|
| 14 Sep 2026 | 18 Sep 2026 | Physical | \$1,500 |
| 21 Sep 2026 | 25 Sep 2026 | Online   | \$1,000 |
| 21 Sep 2026 | 25 Sep 2026 | Physical | \$1,500 |
| 28 Sep 2026 | 02 Oct 2026 | Online   | \$1,000 |
| 28 Sep 2026 | 02 Oct 2026 | Physical | \$1,500 |

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

Register Online Now

Email: [info@fineskilltrainingcenter.com](mailto:info@fineskilltrainingcenter.com) | Website: [www.fineskilltrainingcenter.com](http://www.fineskilltrainingcenter.com)