COMMUNICATION MASTERY

The Art of Expression: Speak, Write & Influence

Overview

An eight-week course designed to help learners communicate with clarity, confidence, and purpose in academic, professional, and everyday settings. It combines practical speaking exercises, writing activities, storytelling, presentations, critical thinking, and structured feedback.

Course Modules

Week 1 — Communication Foundations

- Understanding communication and its importance.
- Verbal, non-verbal, and written communication.
- Communication barriers and active listening.
- Organizing thoughts before expressing them.

Practical Activity: Deliver a self-introduction speech and write a personal introduction.

Assignment: Submit a written self-introduction and its short-spoken version.

Week 2 — Clarity, Purpose & Effective Writing

- Organizing ideas logically.
- Writing with clarity, conciseness, and purpose.
- Adapting tone to audience and context.
- Writing professional emails and workplace messages.

Practical Activity: Rewrite confusing messages into clear, professional communication.

Assignment: Write a professional email and a concise persuasive message.

Week 3 — Storytelling & Narrative Communication

- Understanding the role of storytelling in communication.
- Structuring stories with a beginning, middle, and end.
- Using emotion, detail, conflict, and resolution.
- Turning personal experiences into meaningful lessons.

Practical Activity: Turn an ordinary experience into a compelling two-minute story.

Assignment: Write and deliver a two-minute personal story.

Week 4 — Public Speaking & Vocal Delivery

- Managing nervousness and building speaking confidence.
- Voice modulation, tone, pace, pauses, and articulation.
- Eye contact, posture, gestures, and body language.
- Structuring engaging openings, main points, and conclusions.

Practical Activity: Deliver an impromptu speech and receive peer feedback.

Assignment: Record a short speech and evaluate your delivery.

Week 5 — Persuasion & Influence

- Understanding audience needs and motivations.
- Building logical and credible arguments.
- Using evidence, examples, and counterarguments.
- Structuring persuasive pitches and speeches.
- Introduction to Simon Sinek's Start With Why framework.

Practical Activity: Pitch an idea, initiative, or solution to a defined audience.

Assignment: Write and deliver a persuasive pitch.

Week 6 — Professional Communication

- Writing professional correspondence and proposals.
- Participating in meetings and group discussions.
- Presenting information and recommendations.
- Giving constructive feedback and handling disagreements.
- Communicating professionally under pressure.

Practical Activity: Simulate a workplace meeting and present a short proposal.

Assignment: Prepare a professional proposal or presentation brief.

Week 7 — Critical Thinking, Debate & Argumentation

- Building clear arguments supported by evidence.
- Distinguishing facts, assumptions, and opinions.
- Identifying weak arguments and logical fallacies.
- Listening to opposing views and responding respectfully.
- Thinking on your feet during discussions

Practical Activity: Participate in a structured debate on a relevant student or workplace issue.

Assignment: Write an evidence-based argument and prepare a counterargument.

Week 8 — Integration & Capstone Presentation

- Refining written content and presentation structure.
- Practising voice, body language, and timing.
- Presenting confidently with audience awareness.
- Receiving feedback and reflecting on progress.

Practical Activity: Deliver a five-minute final presentation.

Assignment: Submit a written speech, deliver the capstone presentation, and complete a personal progress reflection.

Capstone Project Brief

- **Each learner selects a topic, issue, personal experience, or idea they care about and develops a compelling speech to deliver as a five-minute presentation.**

Final Submission Requirements:

- A written speech with a clear central message.
- An engaging opening and well-structured body.
- Supporting evidence, real-life examples, or storytelling.
- A memorable conclusion or call to action.
- A live presentation delivered within five minutes.
- A brief self-reflection highlighting strengths and areas for improvement.

Learning Outcomes

- **By the end of the course, learners will be able to:**

- Communicate clearly by organizing and expressing ideas effectively.
- Write professionally through emails, speeches, stories, and persuasive messages.
- Speak confidently using effective voice, tone, and body language.
- Use storytelling to create engaging and meaningful narratives.
- Persuade ethically with logical arguments and supporting evidence.
- Adapt communication to different audiences and situations.
- Give and receive feedback to improve communication skills.
- Deliver impactful presentations with confidence and clarity.

PROGRAM DETAILS

DURATION: 2-MONTHS (EVERY SATURDAY)

FEE: PKR 10,000 PER MONTH (EARLY BIRD DISCOUNTS)

CLASS MODE: ONSITE/ONLINE