



TRACER WORLD
YOUR SUCCESS PARTNER

The Eloquent Leader Program

Spark Confidence, clarity, and impact

FT EXECUTIVE
EDUCATION
2025 RANKING

Overview

In today's fast-paced and interconnected world, powerful communication is a must-have leadership skill. The Eloquent Leader is designed for senior executives who want to speak with clarity, conviction, and impact—whether in boardrooms, Town Halls, media engagements, or high-stakes business events.

This highly interactive program helps leaders embrace authenticity, build confidence, and craft meaningful messages that resonate with diverse audiences. Participants will master techniques in storytelling, speechwriting, audience engagement, and persuasive delivery.

Through hands-on sessions, expert coaching, and the signature CEO Talks Forum, executives will sharpen their presence and elevate their influence—transforming the way they lead through communication.

Objectives

At the end of the program, participants will be able to: Comprehensive Understanding: Develop an in-depth comprehension of the dynamic

- Strengthen their executive presence through powerful and authentic communication.
- Build the confidence needed to speak effectively in high-stakes environments.
- Master the art of storytelling and content creation to deliver messages with impact.
- Learn to connect meaningfully with diverse audiences across various business settings.



Program Learning Content

Day 1

Cultivating Confidence for
Powerful Speaking

Day 2

Embracing Character:
Authenticity in Your Speaking
Style

Day 3

Crafting Impactful Content:
Speech Writing and Executive
Storytelling

Day 4

Establishing Connection:
Engaging with Your Audience

Day 5

Enhancing Competence:
Refining Your Skills as
an Eloquent Leader

Key Benefits

High-Impact Learning with Expert Faculty – Gain confidence in public speaking through interactive sessions led by communication coaches and seasoned professionals.

Authentic Leadership Communication – Learn to speak with sincerity and clarity, craft compelling messages and stories that resonate with your audience.

Real-World Practice and Feedback – Refine your communication skills in a supportive environment and deliver a powerful message during the “CEO Talks” final presentation.

Who should Attend

This program is designed for business owners, public servants, corporate communicators, and C-Suite leaders, including CEOs, COOs, CFOs, CMOs, department heads, senior managers, and other high-level executives who want to improve their communication skills, particularly in the context of presenting their vision and message during various corporate, social, and public events.



PROGRAM FEE

USD 495

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax
and 10% for group of 7 pax and above

PROGRAM DELIVERY

This program is delivered through a HYBRID format.

PROGRAM SCHEDULE

For program dates, please contact Tracer World at tracerworldinquiry@aim.edu

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Upon completion of the program, the participant will earn one (1) unit, which can be credited to the following:

- Postgraduate Certificate in Strategy Management and Business Leadership.
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>