

Rhetoric - Mastering the Art of Communication

deliver your message powerfully

Unlock the power of rhetoric and transform your ability to influence and inspire. This comprehensive course delves into the synergy of thought, word, and action the cornerstones of compelling communication. Through immersive exercises and real-world applications, you'll refine your ability to convey ideas with clarity, persuade with integrity, and inspire with confidence. Whether you're aiming to lead teams, win clients, or simply express yourself more effectively, this course will equip you with the skills to achieve your goals with finesse and impact.

Content

Thought

- Clarify Your Vision: Understand the "why," "how," and "what" behind your actions using the Golden Circle.
- Cognitive Diversity: Appreciate different ways of thinking to foster creativity and collaboration.
- Strategic Frameworks: Apply tools like SWOT and GROW for insightful decision-making.
- Balance and Reflection: Explore the physical, mental, emotional, and essential dimensions of life.

Word

- Effective Communication: Master voice dynamics, active listening, and open-ended questions.
- Impactful Storytelling: Use metaphors and sensory language to engage and inspire.
- Constructive Feedback: Learn to give and receive feedback that drives growth.
- Transactional Analysis: Navigate interactions with clarity using Parent, Adult, and Child roles.

Action

- Emotional Intelligence: Cultivate empathy, curiosity, and genuine warmth in relationships.
- Mindful Presence: Practice attention, body language, and spatial awareness for deeper connections.
- Personal Power: Develop a calm temperament, respect boundaries, and master timing for impactful communication.
- Elegance and Resilience: Embody discretion, silence, and impeccable timing to make your voice heard when it matters most.

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

The participants will

- discover how to harmonize your thoughts, words, and actions for authentic and powerful expression.
- learn the art of structuring arguments that resonate and motivate your audience.
- cultivate a presence that commands attention and respect in any setting.
- master techniques to tailor your communication style across diverse situations and audiences.

Methods

Trainer input, discussion, group and individual work, exercises and individual trainer feedback.

Who should attend

Leaders and aspiring leaders, sales and marketing professionals, executives and entrepreneurs and anyone who wants to elevate the own communication skills to excel in all areas of life.

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:

<https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges>



Trainer:in



Anna Graziella Sekou

My academic and professional journey revolves around business management, leadership development, and professional coaching (ICF). I strive to understand the essence of interpersonal bonds and the role we all play as connectors. My expertise in soft skills, emotional intelligence, and symbolic form and content allows me to understand and mirror human interactions at deeper levels.

Embracing diversity and inclusion has been a natural part of my journey, enriching my perspectives and interactions in various social settings.

Training details

Training in English | Präsenz

2 Tage

Limited number of participants

Dates & locations

10.-11.08.2026
Düsseldorf

16.-17.11.2026
Frankfurt a. M.

Venue

Novotel City West

Days & Times

Monday, 10.08.2026

9:00 am - 5:00 pm

Tuesday, 11.08.2026

9:00 am - 5:00 pm

Venue

relexa hotel Frankfurt/Main

Days & Times

Monday, 16.11.2026

9:00 am - 5:00 pm

Tuesday, 17.11.2026

9:00 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/36153

Participation fee**€ 1.590,- excl. VAT**

€ 1.892,10 incl. VAT

The participation fee includes

- a joint lunch per full seminar day,
- refreshments during breaks, and
- comprehensive working materials.

Accommodation costs at the hotel are to be settled directly by the participants with the hotel. You will find a reservation form for hotel booking in your learning environment.

Your registration optionsOnline: www.haufe-akademie.de/36153E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:

<https://www.haufe-akademie.de/faqs>

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.

You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.

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