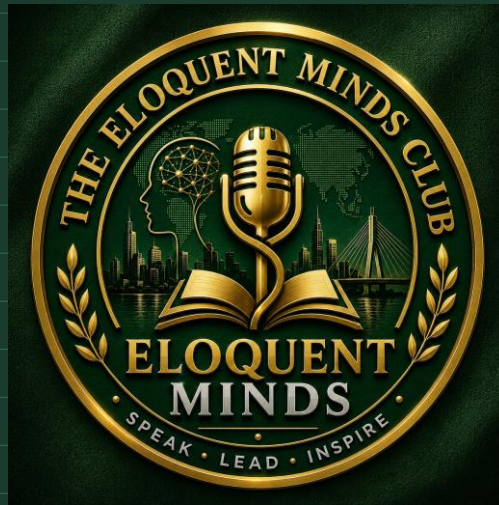




ELOQUENT MINDS CLUB

A Toastmasters-Inspired Public Speaking & Leadership Club

LEADERSHIP ACADEMY CURRICULUM

Complete 8-Discipline, 3-Level Professional Development Programme

Communication | Leadership | Negotiation | Critical Thinking | Executive Presence | EQ | Influence

FOUNDED BY: YUSUPHU AWADHI LEMA, FOUNDING PRESIDENT

Institute of Finance Management (IFM)
Dar es Salaam, Tanzania

SPEAK • LEAD • INSPIRE

“The Eloquent Minds Leadership Academy is not a series of workshops. It is a complete transformation programme. Every discipline, every level, every assessment exists for one reason: to produce graduates who are ready to lead the country they are inheriting.”

— Eloquent Minds Club, Academy Founding Statement

The Eloquent Minds Leadership Academy is the Club's most ambitious educational initiative. It is a structured, assessed, and accredited development programme covering 8 professional disciplines across 3 progressive levels — from Foundation to Advanced. Members who complete the full Academy programme are among the most well-developed young communicators and leaders in Tanzania.



IMPORTANT: This curriculum is a living document. It is reviewed every academic year by the VPE and the Academy Facilitator. Members who identify gaps, errors, or improvement opportunities should submit feedback to the Secretary.



ACADEMY OVERVIEW

Level	Tag	Focus	Duration Per Discipline	Credential	
BEGINNER	Foundation	Core concepts, foundational skills, self-awareness	4 weeks	Foundation Certificate (40 credits)	
INTERMEDIATE	Practitioner	Applied skills, real-world scenarios, peer evaluation	6 weeks	Practitioner Certificate (104 credits)	
ADVANCED	Master	Expert application, capstone projects, teaching others	6 weeks	Academy Graduate Certificate (184 credits)	

#	Discipline	Tagline	Sessions	Total Credits
D1	Communication	Transmit meaning — clearly, persuasively, memorably	3 levels × 4–6 weeks	23
D2	Leadership	From follower to influencer to architect	3 levels × 4–6 weeks	23



D3	Negotiation	From positional arguing to principled agreement	3 levels × 4–6 weeks	23
D4	Critical Thinking	Thinking clearly, rigorously, and honestly	3 levels × 4–6 weeks	23
D5	Executive Presence	Command a room before you say a word	3 levels × 4–6 weeks	23
D6	Team Management	Building high-performance teams from day one	3 levels × 4–6 weeks	23
D7	Emotional Intelligence	Recognise, understand, manage, and use emotions	3 levels × 4–6 weeks	23
D8	Public Influence	Shape ideas at scale — ethically	3 levels × 4–6 weeks	23
	TOTAL		24 modules	184 credits

The Three-Level Architecture

TABLE OF CONTENTS

Academy Overview — Structure, Credits & Level Architecture

The 8 disciplines and 3-level system explained

D1 — Communication

Beginner → Intermediate → Advanced: from clarity to keynote mastery

D2 — Leadership

Beginner → Intermediate → Advanced: from style awareness to adaptive leadership

D3 — Negotiation

Beginner → Intermediate → Advanced: from BATNA to high-stakes deal architecture

D4 — Critical Thinking

Beginner → Intermediate → Advanced: from fallacies to scenario planning

D5 — Executive Presence

Beginner → Intermediate → Advanced: from posture to press conference mastery



D6 — Team Management

Beginner → Intermediate → Advanced: from Tuckman to high-performance team architecture

D7 — Emotional Intelligence

Beginner → Intermediate → Advanced: from self-awareness to EQ coaching

D8 — Public Influence

Beginner → Intermediate → Advanced: from Cialdini to TEDx-style public address

Assessments — Complete Assessment Framework

Formative, summative, portfolio, and integration project standards

Graduation — Graduation Requirements & Certificates

Deliver a 3-minute speech with a clear opening and close	✓ Identify and reduce personal filler words in real-time
Four credentials, credit requirements, and graduation speech standards	

Calendar — Academic Calendar

One-year rotation schedule for all levels and disciplines

DISCIPLINE 1

COMMUNICATION

...k, 3 clear points,	Exercise 2: Filler Word Audit	Record your progress by at least 5...
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The art and science of transmitting meaning — clearly, persuasively, and memorably

BEGINNER	Foundation	Duration: 4 weeks	Credits: 5 credits
Core Curriculum			
Week	Topic	Core Content	Delivery Method
1	The Communication Model	Sender, message, channel, receiver, feedback, noise	Lecture + group discussion
2	Verbal Clarity	Word choice, sentence structure, jargon elimination, plain language	Workshop + exercises



3	Non-Verbal Signals	Body language, facial expressions, gestures, proxemics	Role-play + video analysis
4	Listening to Understand	Active listening, paraphrasing, questioning, reflective responses	Partner exercises

ASSESSMENT — BEGINNER

Assessment Method:	Speech delivery (scored by VPE) + written submission + self-recorded audio
Assessment Criteria:	Speech structure, clarity, filler word count ≤ 5, professional writing quality
Pass Standard:	Average ≥ 70% across all 3 tasks

**BEGINNER****Communication***Completed 4 workshops + delivered 1 speech + filler word reduction demonstrated***INTERMEDIATE****Practitioner**

Duration: 6 weeks

Credits: 8 credits



Core Curriculum

anaphora, tricolon, antithesis) in a live speech

✓ Deliver a persuasive 7-minute speech using Logos, Ethos, and

r identifies each

Exercise 2: Audience Adaptation Drill

Deliver the s
Classmates

Week	Topic	Core Content	Delivery Method
1	Audience Analysis	Demographic profiling, psychographic analysis, adapting message to audience	Workshop
2	Rhetorical Devices	Anaphora, tricolon, antithesis, metaphor, rhetorical questions in practice	Speech lab
3	Persuasive Communication	Monroe's Motivated Sequence, Logos/Ethos/Pathos, call-to-action design	Lecture + practice
4	Facilitation Skills	Discussion design, managing dominant speakers, drawing out quiet voices	Role-play
5	Written Persuasion	Op-ed structure, argument framing, evidence integration in written form	Writing workshop
6	Communication Under Pressure	Handling interruptions, thinking on your feet, managing adversarial audiences	Simulation

ASSESSMENT — INTERMEDIATE



w simulation under adversarial questioning ✓ Build a complete communication strategy for a hypothetical cam

Assessment Method:	Speech delivery + facilitation observation report + written submission
Assessment Criteria:	Rhetorical device use, audience adaptation, facilitation neutrality, written argumentation quality
Pass Standard:	Average ≥ 75% across all tasks; evaluator score ≥ 18/25 on persuasive speech



INTERMEDIATE
Communication

Completed Beginner level + 3 intermediate exercises + evaluator endorsement

ADVANCED

Master

Duration: 6 weeks

Credits: 10 credits

Core Curriculum

ic must relate to

Exercise 2: Media Interview Simulation

Sit for a 10-r
control, com

Week	Topic	Core Content	Delivery Method
1	Keynote Architecture	Long-form speech design, storytelling arcs, callback technique	Masterclass
2	Media & Interview Skills	Message control, bridging, blocking, handling hostile questions	Simulation
3	Communication Strategy	Stakeholder mapping, message hierarchy, channel strategy, measurement	Case study
4	Coaching Communication	Diagnostic frameworks, giving corrective feedback, role-playing corrections	Practicum
5	Crisis Communication	The 5-step crisis response, speed vs. accuracy, tone under pressure	Simulation
6	Executive Storytelling	The Business Narrative, data storytelling, vision communication	Workshop

ASSESSMENT — ADVANCED

Assessment Method:	Live keynote (panel evaluation) + simulation assessment + written strategy submission
Assessment Criteria:	Keynote mastery, message control under pressure, strategic thinking, coaching quality



Pass Standard:

Average ≥ 80%; keynote evaluator panel score ≥ 22/25

ADVANCED
Communication
Completed Intermediate + keynote delivered + media simulation passed

DISCIPLINE 2

LEADERSHIP

From follower to influencer to architect — the complete leadership development arc

hip style through the DISC or similar framework

✓ Apply Situational Leadership to a real Club scenario

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

your dominant

Exercise 2: Situational Leadership Role-Play

Given 4 team members, assign each a role for each case study

Week	Topic	Core Content	Delivery Method
1	Leadership vs Management	Core distinctions, historical context, why both matter	Discussion + cases
2	Leadership Styles	Autocratic, democratic, transformational, servant — strengths and contexts	Self-assessment
3	Situational Leadership	Hersey-Blanchard model: directing, coaching, supporting, delegating	Role-play
4	Leading Yourself First	Self-discipline, personal accountability, energy management, growth mindset	Reflection + journaling



of a Team diagnostic to a real scenario

✓ Lead a project from brief to outcome within the Academy

ASSESSMENT — BEGINNER

Assessment Method:

Role-play observation + speech evaluation + journal submission

Assessment Criteria:

Style self-awareness, situational application, reflection quality, speech delivery

Pass Standard:

Average $\geq 70\%$; journal submitted and reviewed by facilitator

BEGINNER

Leadership

Completed 4 sessions + leadership speech delivered + journal submitted

INTERMEDIATE

Practitioner

Duration: 6 weeks

Credits: 8 credits

Core Curriculum

nt. Facilitator

Exercise 2: SBI Feedback Roleplay

Conduct a 360-degree feedback analysis on your own leadership

Week	Topic	Core Content	Delivery Method
1	Vision & Purpose	Vision building, purpose communication, galvanising a team behind a goal	Workshop
2	Team Dynamics	Tuckman model, Lencioni's 5 Dysfunctions, trust-building in new teams	Case analysis
3	Project Leadership	Scoping, planning, delegation, progress monitoring, delivery	Live project
4	Feedback & Accountability	SBI feedback, difficult conversations, accountability without blame	Role-play
5	Ethical Leadership	Integrity frameworks, conflict of interest, decision-making under pressure	Case study
6	Resilient Leadership	Adapting under uncertainty, leading through change, crisis stabilisation	Simulation

theory to a complex, changing scenario

✓ Conduct a 360-degree feedback analysis on your own leadership

**ASSESSMENT — INTERMEDIATE**

Assessment Method:	Facilitated observation + role-play + project debrief submission
Assessment Criteria:	Vision clarity, team facilitation, ethical reasoning, SBI feedback quality, project execution
Pass Standard:	Average $\geq 75\%$; project debrief rated Satisfactory by VPE

INTERMEDIATE
Leadership
Completed Beginner + 3 intermediate exercises + project delivered

ADVANCED**Master**

Duration: 6 weeks

Credits: 10 credits**Core Curriculum**

ed form. Write a

Exercise 2: Strategic Planning FacilitationFacilitate a r
summary of

Week	Topic	Core Content	Delivery Method
1	Adaptive Leadership	Heifetz model, distinguishing technical vs adaptive challenges	Masterclass + cases
2	Strategic Leadership	Long-range thinking, scenario planning, SWOT to action	Workshop
3	360-Degree Leadership	Self-assessment, peer review, upward feedback, integration	Practicum
4	Succession & Legacy	Identifying next-generation leaders, knowledge transfer, legacy thinking	Workshop
5	Leading at Scale	Managing through managers, culture at scale, organisational architecture	Case study
6	Leadership Capstone	Integrated leadership challenge — all frameworks applied simultaneously	Simulation

ASSESSMENT — ADVANCED

Assessment Method:	Portfolio submission + live facilitation + peer/mentor evaluation
Assessment Criteria:	360-degree integration quality, facilitation effectiveness, succession plan rigour
Pass Standard:	Average $\geq 80\%$; strategic session rated Excellent by President



**ADVANCED
Leadership**

Completed Intermediate + 360 analysis + facilitation + succession plan

DISCIPLINE 3

NEGOTIATION

From positional arguing to principled agreement — the professional negotiator's mindset

negotiation style and its blind spots

✓ Apply BATNA (Best Alternative to a Negotiated Agreement) in a

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

IA, and the

Exercise 2: Mirror and Label Drill

In pairs, practice authenticity &

Week	Topic	Core Content	Delivery Method
1	Negotiation Fundamentals	What negotiation is, where it applies in professional life, the 3 outcomes	Lecture + discussion
2	Styles & Tendencies	Competing, accommodating, avoiding, compromising, collaborating	Self-assessment
3	BATNA & ZOPA	Best alternative analysis, zone of possible agreement, leverage	Case study
4	First Negotiation	Preparation, opening, exploring, proposing, closing	Role-play simulation



package deal construction

✓ Navigate a 3-party negotiation with competing interests

ASSESSMENT — BEGINNER

Assessment Method:

Role-play observation + written BATNA analysis + debrief submission

Assessment Criteria:

BATNA accuracy, technique application, simulation outcome, debrief quality

Pass Standard:

Average $\geq 70\%$; simulation observed by facilitator

BEGINNER

Negotiation

Completed 4 sessions + simulation + BATNA analysis submitted

INTERMEDIATE

Practitioner

Duration: 6 weeks

Credits: 8 credits

Core Curriculum

preparation and

Exercise 2: Tactic Spotting

Watch a 10-
counter-strat

Week	Topic	Core Content	Delivery Method
1	Principled Negotiation	Separate people from problems, focus on interests, objective criteria	Masterclass
2	Issue Packaging	Creating value through trades, building multi-issue proposals	Workshop
3	Tactics Recognition	Anchoring, good cop/bad cop, deadline pressure, salami slicing — and counters	Simulation
4	Multi-Party Dynamics	Coalition building, managing competing interests, sequencing	3-party simulation
5	Cross-Cultural Negotiation	High vs low context cultures, relationship vs deal orientation	Discussion
6	Real Negotiation Practice	Negotiate a genuine Club matter (schedule, budget, event) with an officer	Live negotiation

logical principles: anchoring, loss aversion, reciprocity

✓ Develop a complete negotiation strategy document for a real sc

**ASSESSMENT — INTERMEDIATE**

Assessment Method:	Written analysis + video review submission + live negotiation observation
Assessment Criteria:	Harvard framework application, tactic identification, multi-party management, cross-cultural awareness
Pass Standard:	Average $\geq 75\%$; live negotiation outcome rated Satisfactory by VPE

INTERMEDIATE**Negotiation***Completed Beginner + 3 intermediate exercises + live negotiation documented***ADVANCED****Master**

Duration: 6 weeks

Credits: 10 credits**Core Curriculum**

e, BATNA,

Exercise 2: Psychology ApplicationNegotiate a
principle app

Week	Topic	Core Content	Delivery Method
1	Psychology of Negotiation	Cialdini's influence principles in negotiation, cognitive biases	Masterclass
2	High-Stakes Preparation	BATNA trees, scenario planning, red team analysis, walk-away mapping	Workshop
3	Complex Deal Design	Term sheets, conditional agreements, option creation	Case study
4	Teaching Negotiation	Curriculum design for negotiation instruction, facilitation of learning	Practicum
5	Post-Negotiation Analysis	The negotiation autopsy — what happened, what should have happened	Structured debrief
6	Negotiation Capstone	Full simulation: prepare, negotiate, debrief, teach one lesson learned	Capstone

ASSESSMENT — ADVANCED

Assessment Method:	Portfolio (strategy + debrief) + simulation observation + teach-back assessment
Assessment Criteria:	Strategy document quality, psychological principle application, teaching effectiveness, capstone performance
Pass Standard:	Average $\geq 80\%$; strategy document rated Excellent by facilitator



ADVANCED
Negotiation

Completed Intermediate + strategy document + capstone + teach-back delivered

DISCIPLINE 4

CRITICAL THINKING

The discipline of thinking clearly, rigorously, and honestly about everything

non logical fallacies in everyday arguments

✓ Evaluate the credibility of a source using the SIFT method

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

nd explain each

Exercise 2: Source Audit

Apply SIFT to
justification.

Week	Topic	Core Content	Delivery Method
1	What Is Critical Thinking?	The 6 dimensions: analysis, inference, evaluation, explanation, self-regulation	Lecture + examples
2	Logical Fallacies	Ad hominem, straw man, false dichotomy, slippery slope and 6 others	Recognition exercises
3	Source Evaluation	SIFT: Stop, Investigate, Find better sources, Trace claims	Digital workshop
4	Building Arguments	Deductive vs inductive, premise-conclusion structure, sound vs valid	Writing exercises



at a steel-man argument on a controversial topic

✓ Facilitate a structured Socratic seminar for a group of 6+

ASSESSMENT — BEGINNER	
Assessment Method:	Written submissions + peer review reports
Assessment Criteria:	Fallacy identification accuracy, SIFT application, argument structure validity
Pass Standard:	Average ≥ 70%; argument submission rated Valid by facilitator
BEGINNER Critical Thinking <i>Completed 4 sessions + 3 exercises submitted and reviewed</i>	
INTERMEDIATE	
Practitioner	Duration: 6 weeks
	Credits: 8 credits

Core Curriculum

ment FOR it.

Exercise 2: Structured Article Critique

Select a pub

Week	Topic	Core Content	Delivery Method
1	Systems Thinking	Causal loops, feedback loops, unintended consequences	Workshop + mapping
2	Steel-Manning	Building the strongest possible version of an opposing argument	Partner exercises
3	Evidence Typology	Anecdotal, statistical, expert, experimental — weighting and limitations	Case analysis
4	Structured Critique	The 4-layer critique: claim, evidence, reasoning, significance	Writing workshop
5	Assumption Identification	Surfacing unstated assumptions in arguments, policy, and strategy	Group analysis
6	Socratic Facilitation	Designing questions that deepen thinking, managing intellectual honesty	Practice seminar

decision matrix for a high-stakes choice

✓ Teach critical thinking skills to a Beginner-level group



ASSESSMENT — INTERMEDIATE

Assessment Method:	Written submissions + facilitation observation
Assessment Criteria:	Steel-man argument quality, critique rigor, Socratic facilitation effectiveness
Pass Standard:	Average $\geq 75\%$; steel-man presentation rated Convincing by peers

INTERMEDIATE

Critical Thinking

Completed Beginner + 3 exercises + Socratic seminar facilitated

ADVANCED

Master

Duration: 6 weeks

Credits: 10 credits

Core Curriculum

Tanzanian
argument.

Exercise 2: Decision Matrix

Apply a weight
Present your

Week	Topic	Core Content	Delivery Method
1	Scenario Planning	Four-quadrant futures, signal identification, strategy testing	Workshop
2	Decision Architecture	Decision matrices, weighted criteria, pre-mortem analysis	Case study
3	Cognitive Biases in Groups	Groupthink, confirmation bias, availability heuristic in team decisions	Simulation
4	Position Paper Writing	Academic argumentation, evidence hierarchy, rebuttal integration	Writing masterclass
5	Assumption Auditing	Red-team technique, assumption mapping, challenging sacred beliefs	Group exercise
6	Critical Thinking Capstone	Analyse a live Club decision using all advanced tools	Capstone

ASSESSMENT — ADVANCED

Assessment Method:	Written portfolio + capstone observation + peer/facilitator evaluation
Assessment Criteria:	Position paper quality, decision matrix rigour, assumption audit depth, capstone performance
Pass Standard:	Average $\geq 80\%$; position paper rated Publication-Ready by facilitator



ADVANCED

Critical Thinking

Completed Intermediate + position paper + decision matrix + capstone

DISCIPLINE 5

EXECUTIVE PRESENCE

The ability to command a room before you say a single word

stance and its physiological effects

✓ Deliver a 2-minute introduction with genuine authority and warmth

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

the group and

Exercise 2: The Authority Introduction

Deliver a 2-minute

contact. Score

Week	Topic	Core Content	Delivery Method
1	What Is Executive Presence?	Gravitas, communication, appearance — the Hewlett model	Lecture + self-assessment
2	Physical Presence	Posture, space occupation, entrance, eye contact, stillness	Physical workshop
3	Vocal Authority	Pitch lowering, pace control, declarative sentence endings (no upspeak)	Voice lab
4	First Impressions	The 7-second rule, professional dress, handshake, introduction	Simulation



cal audience with composure and authority ✓ Deliver a 10-minute briefing to a simulated senior leadership pa

ASSESSMENT — BEGINNER	
Assessment Method:	Video submission + live introduction observation + written reflection
Assessment Criteria:	Physical presence, vocal authority, professional appearance, introduction quality
Pass Standard:	Average ≥ 70%; authority introduction rated Commanding by at least 3 peers
BEGINNER Executive Presence <i>Completed 4 sessions + authority introduction + video submission</i>	
INTERMEDIATE	
E	Practitioner
Duration: 6 weeks	
Credits: 8 credits	

Core Curriculum

ted leadership Exercise 2: Hostile Audience Drill Deliver a 5-minute conversation

Week	Topic	Core Content	Delivery Method
1	Room Command	Strategic positioning, scan and hold, silence as a power tool	Live practice
2	Authority Under Pressure	Composure protocols, pausing before responding, deflecting with grace	Simulation
3	Executive Briefing	BLUF (Bottom Line Up Front), data storytelling, recommendation-first thinking	Workshop
4	High-Pressure Q&A;	STAR responses, bridging technique, graceful I-don't-know	Roleplay
5	Managing Adrenaline	Physiological tools, pre-performance routines, reframing anxiety	Workshop



to develop their executive presence

✓ Command a 45-minute high-stakes presentation before a live audience

6	Panel Simulation	Full simulation before a 3-person senior panel asking tough questions	Simulation
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ASSESSMENT — INTERMEDIATE

Assessment Method:	Panel observation + hostile drill observation + written STAR submissions
Assessment Criteria:	Room command, composure under pressure, briefing quality, Q&A; handling, STAR structure
Pass Standard:	Average $\geq$ 75%; panel briefing rated Executive-Standard by panel

INTERMEDIATE**Executive Presence***Completed Beginner + panel briefing + hostile drill + STAR bank submitted***ADVANCED****Master**

Duration: 6 weeks

Credits: 10 credits**Core Curriculum**

Introduction to the

Exercise 2: Press Conference

Face a 15-minute live presentation, composure, and Q&A

Week	Topic	Core Content	Delivery Method
1	Personal Brand Architecture	Authentic authority, consistency of presence, reputation management	Masterclass
2	Presence at Scale	Commanding large audiences, stadium energy, presence in print and digital	Workshop
3	Press Conference Dynamics	Managing multiple journalists, staying on message, controlled vulnerability	Simulation
4	Coaching Presence	Diagnosing presence gaps, giving corrective direction, modelling authority	Practicum
5	Presence in Writing	Written authority — email, report, and social media presence	Workshop
6	Executive Presence Capstone	Full 45-min live presentation + press conference + debrief	Capstone

ASSESSMENT — ADVANCED

Assessment Method:	Live capstone (panel evaluation) + coaching portfolio + written brand statement
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Assessment Criteria:	Personal brand clarity, press conference composure, coaching impact, capstone performance
Pass Standard:	Average ≥ 80%; capstone rated Outstanding by full evaluation panel
ADVANCED Executive Presence <i>Completed Intermediate + capstone + press conference + coaching documented</i>	

DISCIPLINE 6

TEAM MANAGEMENT

the skill-will matrix	✓ Facilitate a 20-minute team meeting using a structured agenda
Building, developing, and leading high-performance teams from day one	

BEGINNER	Foundation	Duration: 4 weeks	Credits: 5 credits
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Core Curriculum

specific	Exercise 2: Skill-Will Matrix	Given 6 fictitious scenarios, design and prescribe a meeting agenda
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Week	Topic	Core Content	Delivery Method
1	Team Development Stages	Tuckman: Forming, Storming, Norming, Performing, Adjourning	Workshop + case
2	Delegation Fundamentals	The skill-will matrix, SMART task assignment, check-in design	Exercises
3	Meeting Facilitation	Agenda design, time discipline, capturing decisions, closing loops	Practice session
4	SBI Feedback in Teams	Situation-Behaviour-Impact, peer feedback norms, psychological safety	Role-play



Conflict between two members without taking sides

✓ Build and present a team performance scorecard

ASSESSMENT — BEGINNER

Assessment Method: Written submissions + live facilitation observation

Assessment Criteria: Tuckman diagnosis accuracy, delegation decisions, meeting facilitation quality, SBI application

Pass Standard: **Average $\geq 70\%$; meeting facilitation rated Satisfactory by VPE**



BEGINNER

Team Management

Completed 4 sessions + meeting facilitated + 3 exercises submitted

INTERMEDIATE

Practitioner

Duration: 6 weeks

Credits: 8 credits

Core Curriculum

Act as mediator to the group

Act as mediator
listening, and

Exercise 2: Conflict Mediation Roleplay

Week	Topic	Core Content	Delivery Method
1	Team Charter Design	Purpose, norms, roles, decision rules, communication agreements	Workshop
2	Conflict Management	Thomas-Kilmann, mediation principles, managing the aftermath	Role-play
3	Belbin Roles	9 Belbin team roles, identifying gaps, building complementary teams	Assessment
4	Team Performance Scorecard	KPIs for teams, balanced scorecard, progress review cadence	Workshop
5	GROW Coaching	Goal, Reality, Options, Will — coaching team members to solutions	Practicum



Team learning system

✓ Conduct a comprehensive team health assessment

6	Remote/Hybrid Teams	Managing across distance, digital communication norms, trust without proximity	Discussion
ASSESSMENT — INTERMEDIATE			
Assessment Method:		Written charter + mediation observation + GROW observation report	
Assessment Criteria:		Team charter quality, mediation neutrality, scorecard design, GROW facilitation	
Pass Standard:		Average ≥ 75%; conflict mediation rated Neutral by observer	
INTERMEDIATE Team Management <i>Completed Beginner + 3 exercises + charter + GROW conversation</i>			
ADVANCED		Master	Duration: 6 weeks
			Credits: 10 credits

Core Curriculum

Results and lessons

Exercise 2: Team Health Audit

Conduct a Live intervention

Week	Topic	Core Content	Delivery Method
1	High-Performance Team Architecture	The Google Project Aristotle findings, psychological safety at scale	Masterclass
2	Team Learning Systems	After-action reviews, retrospectives, knowledge management	Workshop
3	Team Health Assessment	Lencioni's Trust Pyramid diagnostic, intervention planning	Practicum
4	Leading Under Pressure	Decision-making in crisis, prioritisation frameworks, rallying a team	Simulation
5	Team Succession	Developing deputies, knowledge transfer, planning for departures	Workshop
6	Team Management Capstone	Full 6-week cross-functional project — planning to delivery	Live project
ASSESSMENT — ADVANCED			
Assessment Method:		Live project evaluation + audit report + crisis simulation assessment	



Assessment Criteria:	Project outcome, team health diagnostic quality, crisis leadership, case study depth
Pass Standard:	Average ≥ 80%; project outcome endorsed by President



ADVANCED

Team Management

Completed Intermediate + project delivered + health audit + crisis simulation

DISCIPLINE 7

EMOTIONAL INTELLIGENCE

self-assessment and interpret results

✓ Practise the STOP technique in a real moment of emotional re

The ability to recognise, understand, manage, and use emotions with skill and compassion

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

hest EQ

Exercise 2: STOP Journal

Keep a 7-da
and whether

Week	Topic	Core Content	Delivery Method
1	EQ Foundations	Goleman's model: self-awareness, self-regulation, motivation, empathy, social skills	Lecture + assessment
2	Self-Awareness	Emotional granularity, the feelings wheel, body-emotion connection	Exercises
3	Self-Regulation	STOP technique, emotional surfing, stimulus-response pause	Practicum



Difficult feedback conversation

✓ Use emotional data to improve a speech or presentation

4	Empathy in Practice	Cognitive vs affective empathy, empathetic listening, avoiding the empathy trap	Role-play
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ASSESSMENT — BEGINNER

Assessment Method:	Written submissions + listening drill observation by facilitator
Assessment Criteria:	EQ self-assessment quality, STOP technique application, empathy listening accuracy
Pass Standard:	Average ≥ 70%; STOP journal submitted with genuine reflection

BEGINNER**Emotional Intelligence***Completed 4 sessions + EQ assessment + 7-day journal submitted***INTERMEDIATE****Practitioner**

Duration: 6 weeks

Credits: 8 credits**Core Curriculum**

as the dominant

Exercise 2: EQ-Led Feedback ConversationConduct a 10-minute
Observer as

Week	Topic	Core Content	Delivery Method
1	Team Emotional Climate	Group emotional contagion, the leader's emotional tone, climate surveys	Workshop
2	Emotional Data in Communication	Reading the room, calibrating to audience emotion, adjusting in real-time	Practice sessions
3	EQ in Difficult Conversations	Regulating your own emotion while managing another's distress	Role-play
4	Social Awareness	Reading power dynamics, cultural emotional norms, group dynamics	Case study
5	Conflict Through Empathy	Understanding both sides emotionally before problem-solving	Mediation practicum



a significant emotional challenge

✓ Apply EQ principles in a high-stakes negotiation or conflict resolution

6	Resilience & Recovery	Emotional agility, bouncing forward from failure, compassion fatigue	Workshop
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ASSESSMENT — INTERMEDIATE

Assessment Method:	Written submissions + live conversation + peer feedback
Assessment Criteria:	Emotional climate accuracy, EQ-led feedback quality, empathy map depth, resilience demonstration
Pass Standard:	Average $\geq 75\%$; EQ feedback conversation rated Emotionally Intelligent by observer

**INTERMEDIATE****Emotional Intelligence***Completed Beginner + 3 exercises + EQ feedback conversation***ADVANCED****Master**

Duration: 6 weeks

Credits: 10 credits**Core Curriculum**

members.

Exercise 2: EQ Coaching Session

Coach a fellow member on a coaching reflection

Week	Topic	Core Content	Delivery Method
1	Advanced Self-Awareness	Narrative identity, implicit biases, shadow self in leadership	Masterclass
2	Coaching with EQ	The coach as emotional container, non-directive support, boundaries	Practicum
3	EQ in Negotiations	Using emotional intelligence to read counterparts, build rapport, find creative solutions	Simulation
4	Vulnerability & Trust	Brené Brown's research, leading with vulnerability, team trust rituals	Workshop
5	EQ Workshop Design	Adult learning principles for EQ training, safe space creation	Design practicum
6	EQ Capstone	Full facilitation of a 60-min EQ workshop for new Academy members	Capstone

ASSESSMENT — ADVANCED



Assessment Method:	Workshop evaluation + coaching reflection + facilitation observation
Assessment Criteria:	Workshop quality, coaching depth, vulnerability facilitation safety, capstone engagement
Pass Standard:	Average ≥ 80%; workshop rated Safe and Impactful by member feedback



ADVANCED

Emotional Intelligence

Completed Intermediate + workshop + coaching + vulnerability session

DISCIPLINE 8

es of Influence ethically in a speech

✓ Identify the influence techniques used in 3 public campaigns

PUBLIC INFLUENCE

The ethical use of communication, presence, and strategy to shape ideas at scale

BEGINNER

Foundation

Duration: 4 weeks

Credits: 5 credits

Core Curriculum

e identifies each

Exercise 2: Campaign Deconstruction

Analyse 3 re
used. Rate e

Week	Topic	Core Content	Delivery Method
1	Influence vs Manipulation	Where the line is, why it matters, ethical influence frameworks	Lecture + cases
2	Cialdini's 6 Principles	Reciprocity, commitment, social proof, authority, liking, scarcity	Workshop + examples
3	Campaign Analysis	Deconstructing 3 real-world influence campaigns (political, commercial, social)	Case study
4	First Influence Speech	Designing a speech around a single belief-change objective	Speech lab



10-minute talk to a sceptical audience

✓ Apply narrative framing to shift perception of a contested issue

ASSESSMENT — BEGINNER

Assessment Method:	Speech observation + written analyses + peer scoring
Assessment Criteria:	Cialdini principle application, campaign analysis depth, ethical reasoning, influence speech quality
Pass Standard:	Average $\geq 70\%$; influence speech rated Persuasive by at least 4 of 6 peers

BEGINNER

Public Influence

Completed 4 sessions + influence speech + campaign analysis submitted

INTERMEDIATE

Practitioner

Duration: 6 weeks

Credits: 8 credits

Core Curriculum

target audience,

Exercise 2: Sceptical Audience Talk

Deliver a 10-minute evidence qu

Week	Topic	Core Content	Delivery Method
1	Narrative Framing	Frame analysis, reframing techniques, the language of persuasion	Workshop
2	Building a Movement	The tipping point, connectors and mavens, grassroots vs top-down influence	Case study
3	Digital Influence	Algorithmic amplification, social proof at scale, ethical digital persuasion	Workshop
4	Handling Scepticism	Inoculation theory, preemptive rebuttal, earning trust before asking for change	Simulation
5	Influence Strategy Design	Stakeholder mapping, message hierarchy, channel mix, measurement	Workshop



TEDx-style talk to a public audience

✓ Coach a Beginner member through their first influence speech

6	Influence Ethics	The Influence Ethics Framework — where to draw the line at scale	Discussion
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ASSESSMENT — INTERMEDIATE

Assessment Method:	Strategy document + talk observation + framing exercise assessment
Assessment Criteria:	Strategy quality, evidence strength, framing versatility, ethics compliance, composure under challenge
Pass Standard:	Average $\geq 75\%$; strategy rated Implementable by facilitator

**INTERMEDIATE
Public Influence***Completed Beginner + 3 exercises + influence strategy submitted***ADVANCED****Master**

Duration: 6 weeks

Credits: 10 credits**Core Curriculum**

Invited guests.

Exercise 2: Live Campaign Execution

Execute a real-world social cause

Week	Topic	Core Content	Delivery Method
1	Public Speaking as Influence	The anatomy of speeches that changed the world	Masterclass
2	TEDx-Style Talk Architecture	18-minute structure, idea worth spreading, emotional-intellectual balance	Workshop
3	Real Campaign Execution	Planning, rollout, adjustment, measurement, learning	Live project
4	Ethical Influence at Scale	Power and responsibility, the long-term cost of manipulation	Seminar
5	Leader Analysis	Dissecting the influence techniques of Mandela, Obama, Nyerere	Case study
6	Public Influence Capstone	Full TEDx-style talk + campaign debrief + ethics manifesto	Capstone

ASSESSMENT — ADVANCED

Assessment Method:	Expert panel evaluation + campaign report + written manifesto
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Assessment Criteria:	TEDx talk quality, campaign measurable results, ethics manifesto depth, coaching impact
Pass Standard:	Average $\geq$ 80%; TEDx talk rated Excellent by expert panel
ADVANCED Public Influence <i>Completed Intermediate + TEDx talk + campaign results + manifesto</i>	

ASSESSMENT FRAMEWORK

The Academy uses a three-tier assessment architecture: formative assessment throughout each module, summative assessment at the end of each level, and portfolio assessment for graduation. Every assessment is designed to measure real-world application — not memorisation.

Assessment Types by Level

Level	Formative Assessments	Summative Assessment	Pass Standard
BEGINNER	3 practical exercises per discipline (submitted to facilitator)	Level Portfolio: all 8 Beginner modules with facilitator sign-off	Average $\geq$ 70% across all exercises; all exercises submitted
INTERMEDIATE	3 practical exercises per discipline; peer evaluation included	Intermediate Portfolio + one cross-discipline integration project	Average $\geq$ 75%; cross-discipline project rated Satisfactory
ADVANCED	3 practical exercises per discipline; expert panel for capstone disciplines	Advanced Portfolio + 20-minute Graduation Presentation before full Club	Average $\geq$ 80%; graduation presentation rated Excellence Standard

The Cross-Discipline Integration Project (Intermediate)

At the end of the Intermediate level, each member completes one Cross-Discipline Integration Project that requires them to apply skills from at least 4 different disciplines in a single real-world deliverable.

Project Option	Disciplines Integrated	Deliverable	Assessment By
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Club Strategy Presentation	Communication + Leadership + Critical Thinking + Executive Presence	15-minute strategic presentation to officers with full Q&A;	VPE + President panel
Community Influence Campaign	Public Influence + Negotiation + EQ + Communication	Real 3-week campaign with measured outcome report	VPPR + VPM + facilitator
Team Project Delivery	Team Management + Leadership + Negotiation + EQ	Lead a cross-function Club project from brief to completion	President + project team assessment
Keynote Address	Communication + Executive Presence + Public Influence + Critical Thinking	20-minute keynote before full club and invited external guests	Expert panel of 3

Grading Scale

Score Range	Grade	Designation	Implication
90–100%	A+	Outstanding	Eligible for Academy Honours designation
80–89%	A	Excellence	Exceeds requirements; strong graduation record
75–79%	B+	Merit	Above pass; competent across all disciplines
70–74%	B	Pass	Meets minimum standard; ready to advance
60–69%	C	Borderline	Supplementary assessment offered before advancing
Below 60%	F	Not Yet	Module must be repeated; additional support provided

Academic Integrity Policy

IMPORTANT: All assessments must represent the member's own original work. Plagiarism, fabricated peer evaluations, or falsified self-assessments result in immediate module failure and a formal integrity review. The Academy is built on the same values that govern the Club: Integrity is non-negotiable.



GRADUATION REQUIREMENTS & CERTIFICATES

The Eloquent Minds Leadership Academy awards four progressive credentials. Each credential is a genuine marker of achievement — earned through demonstrated competency, not attendance. They are presented at the Annual Gala before the full Club and invited guests.

FOUNDATION CERTIFICATE

ELOQUENT MINDS ACADEMY FOUNDATION GRADUATE

Module Requirement:	All 8 disciplines at BEGINNER level completed and signed off
Credits Required:	40 credits
Graduation Speech:	One 5-minute Foundation Showcase speech
✓	Minimum 70% average across all 8 Beginner modules
✓	All 24 Beginner exercises submitted and reviewed
✓	75% attendance at all scheduled Academy sessions
✓	Beginner Portfolio compiled and submitted to VPE

PRACTITIONER CERTIFICATE

ELOQUENT MINDS ACADEMY PRACTITIONER

Module Requirement:	All 8 disciplines at INTERMEDIATE level completed
Credits Required:	104 credits (40 Foundation + 64 Intermediate)
Graduation Speech:	10-minute Practitioner Showcase speech
✓	Minimum 75% average across all 8 Intermediate modules
✓	Cross-Discipline Integration Project completed and rated Satisfactory
✓	Foundation Certificate already awarded
✓	Intermediate Portfolio submitted with all 24 exercises

ACADEMY GRADUATE CERTIFICATE



ELOQUENT MINDS LEADERSHIP ACADEMY GRADUATE

Module Requirement:	All 8 disciplines at ADVANCED level completed
Credits Required:	184 credits (104 Practitioner + 80 Advanced)
Graduation Speech:	20-minute Graduation Presentation
✓	Minimum 80% average across all 8 Advanced modules
✓	20-minute Graduation Presentation before full Club and external guests
✓	Practitioner Certificate already awarded
✓	Advanced Portfolio submitted with expert panel endorsements
✓	One Advanced capstone project in any single discipline rated Outstanding

ACADEMY HONOURS

ELOQUENT MINDS LEADERSHIP ACADEMY GRADUATE — WITH HONOURS

Module Requirement:	Academy Graduate Certificate + Honours requirements
Credits Required:	184 credits + Honours Portfolio
Graduation Speech:	25-minute Honours Address
✓	Average $\geq 90\%$ across all 24 modules (8 disciplines $\times$ 3 levels)
✓	At least 3 Advanced capstone projects rated Outstanding
✓	Completed a TEDx-style public talk or equivalent external representation
✓	Taught or facilitated at least 2 Academy sessions for junior members
✓	Written a 2000-word reflective essay on leadership development journey

Academy Credit Summary

Discipline	Beginner	Intermediate	Advanced	Total Credits
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Communication	5	8	10	23
Leadership	5	8	10	23
Negotiation	5	8	10	23
Critical Thinking	5	8	10	23
Executive Presence	5	8	10	23
Team Management	5	8	10	23
Emotional Intelligence	5	8	10	23
Public Influence	5	8	10	23
TOTAL	40	64	80	184



ACADEMIC CALENDAR — ONE-YEAR PLAN

The Academy runs on a semester-aligned academic calendar. All 8 disciplines are offered in rotation. Foundation level runs in parallel with Practitioner and Advanced levels to accommodate members at all stages.

Period	Foundation Members	Practitioner Members	Advanced Members
Weeks 1–4	D1 Communication (Beg)	D1 Communication (Int)	D1 Communication (Adv)
Weeks 5–10	D2 Leadership (Beg)	D2 Leadership (Int)	D2 Leadership (Adv)
Weeks 11–14	D3 Negotiation (Beg)	D3 Negotiation (Int)	D3 Negotiation (Adv)
Weeks 15–18	D4 Critical Thinking (Beg)	D4 Critical Thinking (Int)	D4 Critical Thinking (Adv)
Week 19	Foundation Portfolio Review	Integration Project	Advanced Portfolio Review
Weeks 20–23	D5 Executive Presence	D5 Executive Presence	D5 Executive Presence
Weeks 24–29	D6 Team Management	D6 Team Management	D6 Team Management
Weeks 30–33	D7 Emotional Intelligence	D7 Emotional Intelligence	D7 Emotional Intelligence
Weeks 34–37	D8 Public Influence	D8 Public Influence	D8 Public Influence
Week 38	Portfolio Submission	Portfolio Submission	Portfolio Submission
Week 39–40	Graduation Presentations	Graduation Presentations	Graduation Presentations
Annual Gala	Foundation Certificates	Practitioner Certificates	Graduate/Honours Certs

NOTE: Academy sessions run for 90 minutes every two weeks, typically on a Saturday morning or a weekday evening to accommodate academic schedules. Members who miss a session may access the written materials and complete exercises independently — attendance at the practicum sessions is mandatory.

“Eighteen months from now, the member who starts this Academy today will look back and not recognise the person who walked in on Day 1. That transformation — that distance between who you were and who you became — is the only product that matters.”

— Eloquent Minds Leadership Academy, Founding Principle

Eloquent Minds Leadership Academy • Curriculum Guide, First Edition • Founded by Yusuphu Awadhi Lema • IFM, Dar es Salaam, Tanzania • Est. June 2026