



PUBLIC SPEAKING : CAPTIVATE YOUR AUDIENCE

Goals of the training

- ✓ Create an impactful speech
- ✓ Feel confident and aligned while talking
- ✓ Share your ideas and win the support of your audience

Program on 2 sessions of 3 hours – Zoom

Onboarding: Watch a TED talk: beyond the subject, what makes it successful?

Session 1

- I. THE BASICS OF COMMUNICATION**
 - a. Communication channels to consider for your talk
 - b. The mechanisms of attention

- II. STORY DESIGN: GET YOUR SPEECH PREPARED**
 - a. Prepare your attention catcher
 - b. Tell great stories
 - c. Explain complex concepts
 - d. Make a brilliant conclusion

- III. YOUR POSTURE: HOW TO EMBODY YOUR SPEECH?**
 - a. Work your stage presence and put your voice down
 - b. How to manage your stress?

Session 2

- IV. EXPERIENCE YOUR SPEECH**
 - a. Practice & feedback (10' per attendee including talk and comments of the group)
 - b. Set your action plan to improve yourself as a speaker