

Public speaking and story telling

Language

English

Aim

The aim of the course is to help participants in developing their communication skills. Public speaking is an activity that can be challenging for some: for this reason, the course is aimed at teaching how to organize an effective presentation, how to best deal with it, working in particular on the modality and clarity of one's exposure and on the supporting tools such as the slides. The objective is achieved through public speaking simulations with analysis of performance in a constructive and collaborative logic.

Course content

The structure of the public speaking course is characterized by a strong mix of strictly theoretical contents and tools immediately applicable on a practical level, exercised through a series of assignments and simulations.

The path is developed around themes organized according to a precise classification, designed to guide the participant in a sort of "journey" in the oratory art.

- Introduction to the course: knowledge of the participants and definition of objectives
- Verbal, extra verbal and proxemic communication.
- Before standing up: the importance of preparation and the design of your speech
- Business Presentation Model: design your presentation based on the objectives to be achieved, the means available and in relation to the target audience.
- How to deliver your speech through your true self.
- How to build the best storytelling by understanding what information to use and how.
- Tools to support the speaker and presentation: presentation design. The seductive power of stories applied to slide presentations. Effective slide design and presentation.

Educational materials provided

Bibliography / webliography, in-depth texts in electronic format, slides.

Teaching mode

It will be possible to participate in the course exclusively in synchronous classroom mode (in presence).

Final test

The final test of the course will consist of a video assignment.

Faculty for the course

Emanuele Mascherpa. Graduated in Psychology, he worked for 16 years in the Human Resources Departments of large multinationals. He is an expert in all HR subjects, he also has developed a strong specialization in presentation strategy and public speaking, developing an ad hoc methodology to teach managers and professionals how to best sell their ideas through persuasive presentations. In 2017 he founded speech.it to share the culture of effective presentations through blogs and podcasts. Main areas of scientific interest: Public Speaking, Effective presentations, Persuasion and sales, HR culture in organizations, Performance evaluation, goals and motivation.