

Tell your Story for Women

Deliver your message and transform your audience



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1. Context

Audiences can sit for hours watching a play unfold. Why? Simply put, we humans love stories. Every time we speak in front of an audience, in essence, we are telling a story. However, especially in academia, creating a captivating presentation feels like a challenge. So, how do we make our stories heard? And how can we feel confident telling them? This workshop focuses on techniques that help women find and hone their message, create a compelling narrative, and effectively convey the story of their research and of themselves as individuals, as well as manage their inner and outer critics in order to present confidently and effectively. The skills that this workshop develops are essential for any academics wanting to captivate audiences with their defense presentations.

2. Workshop Description

2.1. Learning Outcomes

After the workshop, participants will..

- Use a strategy to clearly and concisely outline their presentation and their main message.
- Activate their audience's imagination with stories, analogies, and metaphors to make complex concepts relatable and tangible.
- Develop strategies for presenting material in a format that engages the listener.
- Project confidence and competence with their delivery of a well crafted message.
- Enhance their message with visual aids that support their main points.
- Be able to manage their inner-critics and outer-critics effectively.
- Develop strategies for handling Q&As

2.2 Approach

This two-day workshop is designed to reach the target aims through meaningful practice, individual and group activities, theater exercises, and recording and evaluating presentations.

2.3 Covered Topics:

Creating the story

- Creation of an effective narrative
- Dramatic arc of a storyline
- Honing a message

Non-verbal communication

- Body language
- Facial expressions
- Gestures

Voice and Speech (Verbal Delivery)

- Rhythm
- Pitch
- Enunciation and Pronunciation
- Fillers
- Use of pauses and silence

Stage Fright

- Triggers
- Transforming the inner critic
- Techniques to overcome stage fright

Criticism

- Inner-critics
- Outer-critics
- Strategies for Q&As

Presenting

- The storyteller and presence
- Practice and assessment

2.4 Prerequisites

In order to apply the principles taught in a pragmatic way, all participants are required to have a five-minute presentation prepared and ready to use. The presentation can be with or without visuals.

3. About the Trainer



Francesca Carlin is an American communication trainer and personal coach. For over a decade she has helped professionals improve their public speaking, develop their presence, and apply the practice of mindful communication. She has worked in Russia and the U.S. and is currently working in Germany, Austria, and Switzerland.

Francesca is a trained actress and studied theatre at Boston and Harvard University. Over the years she has found that using acting techniques and exercises helps people to overcome personal barriers and to become more effective communicators. With her background in the performing arts, She has created a unique approach to her workshops and trainings, in which she incorporates and implements the best practices from both the world of communication skills development and theater.