

# Public speaking



**SHORT COURSES  
FOR PROFESSIONALS**

# Public speaking training at ISOC



## **ISOC empowers leaders as public speakers**

Public speaking is fundamental to success in professional and public life.

ISOC presentation and public speaking training and coaching programmes help people to create simple, clear and compelling presentations and deliver them effectively, whatever the situation.

### **What to expect**

You'll spend a stimulating and memorable session in the company of an inspirational public speaking coach. You will build presence, authority and a new-found ability to captivate an audience.

### **Systematic training**

ISOC presentation training is rigorously designed, drawing on perspectives from psychology, linguistics, sociology, physiology, rhetoric, communication theory and theatre as well as practical experience. That's why it works. You will see, hear and feel the difference.

### **Inspiring coaching**

ISOC presentation training is also practical, inspiring and fun! Many people find public speaking to be a daunting challenge. Luckily, our sessions are always full of smiles and laughter, because we all learn best when we feel relaxed and perform best when we feel confident.

# The ISOC public speaking model



## Voice and body

You'll learn about vocal projection, pace, breathing, stance, posture, gesture and movement.

## Content and structure

You'll learn about preparation, organisation, narrative, framing, messaging and visual aids (including PowerPoint).

### HOW IT WORKS

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We'll power up your presence using practical vocal drills, breathing exercises and body language warm-ups.

### HOW IT WORKS

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We'll deepen your knowledge using concise briefings on best practice, case study examples, practical tips and rules.



## **Audience engagement**   **Dynamic delivery**

You'll learn how to connect and interact with your audience, secure and maintain attention, interest and respect, and manage questions.

You'll learn to deliver presentations with greater confidence, authority and impact.

### **HOW IT WORKS**

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We'll empower your interpersonal skills using role-play exercises and structured discussions.

### **HOW IT WORKS**

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We'll support you through practice presentations on your own subjects of knowledge. Then we'll use video replay with constructive and practical personal coaching.

# What you will learn

## Voice

- Understand the mechanics and physiology of breathing and vocalisation
- Project your voice more powerfully for greater authority
- Improve your vocal tone, pace, clarity, quality and enunciation
- Prepare your voice for public speaking with practical drills and warm-up exercises

## Body

- Master your own body language through self-awareness
- Build physical presence and confidence
- Signal authority through your stance and posture
- Use movement and gesture effectively to make your point

## Content

- Prepare a presentation by selecting effective messages, topics and themes
- Analyse the audience and occasion to develop targeted positioning
- Power up your language and rhetoric to win attention, interest and memory
- Explain complex ideas so that everyone will understand, care and respond





## Structure

- Organise what you have to say with a clear and coherent structure
- Make your information easier to absorb using narrative, framing and focus techniques
- Open and close your presentation with a memorable introduction and conclusion
- Illustrate your ideas effectively with visual aids such as PowerPoint

## Engagement

- Connect with your audience through meaningful interaction
- Involve, reference and consult your audience to link them to you and your topic
- Break the ice at the beginning, call to action at the end
- Handle difficult questions professionally

## Execution

- Speak in public with new-found confidence and presence
- Deliver much more influential, memorable and convincing presentations
- Overcome the effects of nervousness, stress and fear of public speaking
- Practicalities: speaking notes, slides, timing, microphones, autocues, webcasting, etc.

# Public courses run year-round at ISOC London and Dubai

## Presentation Training and Public Speaking

The flagship ISOC one-day presentation training course builds presence and impact in active workshops.

The course consists of fun and practical workshops on key topics including voice, posture and movement.

You will build presence, confidence and authority through practical vocal projection and body language exercises.

You will benefit from video feedback and personal coaching in a relaxed, supportive and positive atmosphere.

You will develop new-found confidence in public speaking and the ability to captivate an audience.

## MODULES

- Voice and body language: awareness and exercises
- Framing and structuring a presentation
- Designing visuals to support a presentation
- Refining, finalizing and rehearsing a presentation

[isoc.com/course/public-speaking-training/](https://isoc.com/course/public-speaking-training/)



## Public course options

This course is available both live online and face-to-face.

The classroom version runs as a one-day course in a small-group format (4-6 people) either at an ISOC training centre or in a third-party venue, using the ISOC mobile studio for recording and replay.

The live online version is hosted from the ISOC training studio using Zoom. The same course is divided into two half-days, usually Wednesday-Thursday at 10:00-14:00 London time.

## MODULES

- Advanced storytelling
- Advanced body language for public speaking
- Preparing for hard questions
- Group formats and panel discussions

[isoc.com/course/presentation-training-public-speaking/](https://isoc.com/course/presentation-training-public-speaking/)

# Customised presentation courses

## Design

We will work with you in advance to determine exactly what your people need from the session, then draw up a customised programme to meet the required learning goals.

## Development

We will build workshops that are directly relevant to your organisation, your people and the types of presentation that are most relevant for them in terms of content, audience and style.

## Delivery

Training can be delivered either at your offices, or at another location if more convenient.

## Languages

We work in all major languages, including English, French, Spanish and Arabic.

## NEXT STEPS

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- Email us an outline of what you need, and we'll reply with a detailed proposal.
- Call your local ISOC centre for free advice and ideas. Contact details are on the back page.



**Private courses are a good solution because they focus tightly on your needs and also let you practice confidential material. They also work well for team-building.**

# In-house training options

## Executive coaching for public speaking

Top leaders face high expectations when it comes to public speaking. They need to be articulate, passionate and effective presenters. They must perform in highly public environments, with special challenges including difficult questions after speeches.

We understand these needs and have a strong track record of one-on-one coaching with chief executives, ministers, ambassadors, sports stars and royalty.

Our trainers operate at the highest level and can be relied upon to deliver results that endure in public performance. We have delivered private coaching for all kinds of clients in all kinds of situations including:

- Prime ministers preparing major speeches
- Executives preparing for conferences
- Government ministers preparing for national policy announcements
- Teams making multi-billion-dollar pitches
- Managers preparing technical presentations
- Politicians preparing for public rallies
- Celebrities and sports stars



## Private group courses for public speaking

Customised group courses enable teams of people from the same organisation to train together in presentation and public speaking skills.

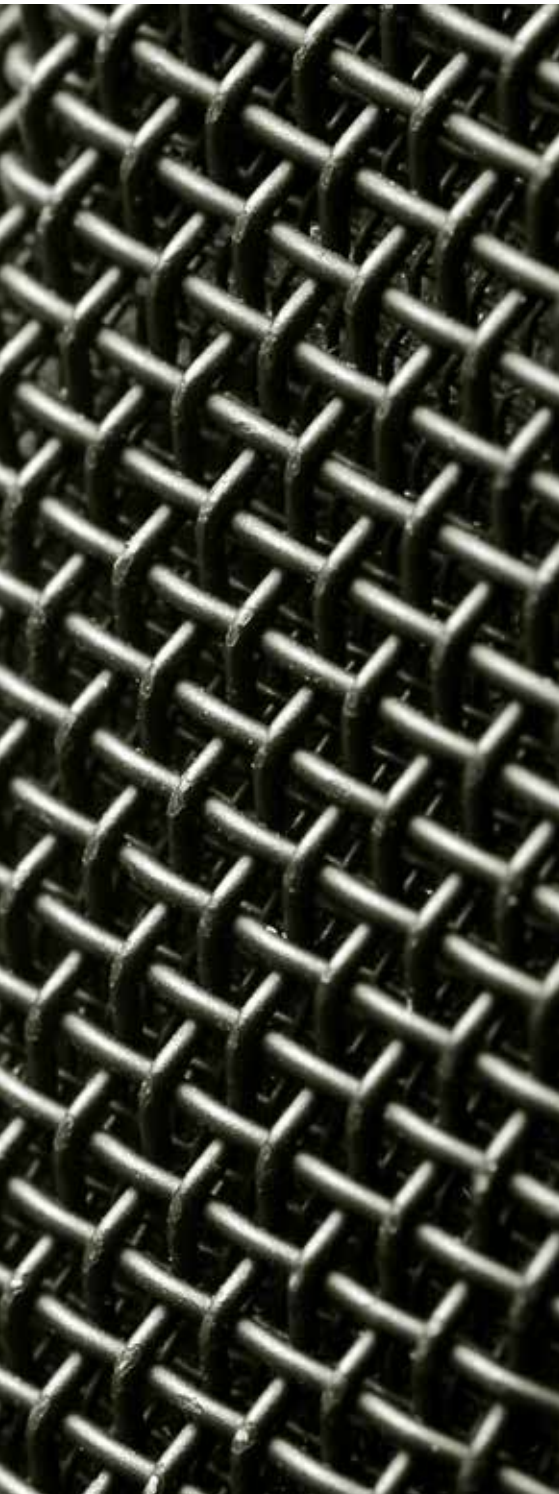
Private group courses share the same rigorous theory base and inspiring methodology as all ISOC public speaking programmes.

Training is based around four dimensions:

- Voice and body
- Content and structure
- Audience engagement
- Quality of execution

Sessions comprise voice drills, and body language exercises, best practice briefings, discussions and role-plays.

In the centrepiece, participants practice delivering work-related presentations which are videotaped and replayed for trainer-led coaching and practical, constructive feedback.



# Presentation content development



Important and technical presentations are tough to develop. We need to explain complex ideas in a clear and simple way. We must weave together clear messaging with persuasive arguments. We need to build a logical structure with a coherent narrative. We have to develop slick and professional visual aids.

All of this can be challenging to achieve in-house, particularly against a deadline.

ISOC presentation experts can lighten the load and optimise content for those presentations that really matter.

We take a collaborative approach and embed one or more specialist consultants or designers within the team developing the presentation.

## PRESENTATION SUPPORT SERVICES

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- Strategic messages and positioning
- Overall structure and frameworking
- Templating and harmonising styles
- Integrating content from multiple teams
- Narrative and scripting
- Visual aids and imagery
- Information visualisation
- PowerPoint features (templates, transitions, animations etc)
- Performance coaching for presenters
- Live implementation of necessary changes to slides

**ISOC has supported clients for top-level presentations including the launch of an interplanetary space mission and successful pitch to a Head of State to approve a \$20 billion infrastructure project**



# International School of Communication

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