

# Course : Professional public speaking with impact, certification

RS - Code 7336

*Practical course - 3d - 21h00 - Ref. PLP*

*Price : 2590 CHF E.T.*

NEW

Whether you're a novice or more experienced, public speaking is not something you can improvise: it requires structured, step-by-step preparation. This course takes you step by step to develop the essential skills you need to express yourself with confidence and impact. You'll work on your fluency, learn how to set your voice, control your breathing and manage stage fright to capture your audience's attention, structure your ideas and strengthen your non-verbal communication.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Prepare a speech by identifying objectives and structuring a logical and effective detailed plan
- ✓ Initiate a speech with an impactful hook, clearly introducing the subject and objectives.
- ✓ Boost your speaking skills by using verbal, non-verbal and creative techniques (storytelling, anecdotes, highlights...).
- ✓ Manage unexpected interventions using active listening and discussion regulation techniques
- ✓ Conclude in a memorable way, recalling key messages and using an appropriate positive anchoring technique

## Intended audience

Any professional who has to speak in public with impact, whether at meetings, presentations, speeches or conferences, at any time when expressing oneself counts...

## Prerequisites

Must be able to speak in public in a professional context, and have at least one year's experience in a position involving oral exchanges with internal/external contacts.

## PARTICIPANTS

Any professional who has to speak in public with impact, whether at meetings, presentations, speeches or conferences, at any time when expressing oneself counts...

## PREREQUISITES

Must be able to speak in public in a professional context, and have at least one year's experience in a position involving oral exchanges with internal/external contacts.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## Certification

La formation prépare à la certification RS7336, délivrée par Manitude et enregistrée au Répertoire Spécifique de France Compétences. Elle permet de développer une prise de parole en public impactante à travers une mise en situation professionnelle comprenant la préparation écrite de son intervention, une simulation devant le jury et une séquence de questionnement. L'évaluation est conduite par un jury composé de deux membres : un salarié de Manitude et un expert externe, chacun justifiant d'au moins 3 ans d'expérience en communication orale ou interpersonnelle, formation professionnelle, coaching, théâtre, expression scénique, média training ou toute fonction impliquant la prise de parole publique (animation, direction, réunions, présentations commerciales, etc.). La décision finale est rendue par le certificateur Manitude. En cas de réussite, le candidat reçoit un certificat de compétences remis par Manitude.

## Course schedule

### 1 The fundamentals of speaking

- Understand the different types of intervention.
- Identify the challenges of a professional intervention.
- Managing stress and stage fright: breathing techniques, anchoring, vocal projection.
- Position your voice and work on your diction.

#### Exercise

Breathing exercises, voice projection, self-diagnosis.

### 2 Preparing your speech

- Identify intervention objectives.
- Know your audience, including those with disabilities.
- Draw up a detailed, structured plan: introduction, key ideas, arguments, transitions, provisional conclusion.
- Prepare notes and media.
- Prepare mentally and take bearings.

#### Exercise

Building a detailed plan, speech structuring exercises, writing an introduction and key ideas.

### 3 Initiating speaking

- A successful introduction.
- Build an impactful hook: surprising statistic, question, contrast, short story.
- Clarify the subject and objectives.
- Adopt a stable, confident entry posture.

#### Exercise

Creation of catchphrases, role-playing on the opening of a speech.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

#### 4 Non-verbal and para-verbal communication

- Decode and master gestures, postures and movements.
- Strengthen your presence and credibility.
- Ensure consistency between speech and attitude.
- Use space efficiently.

##### Exercise

Directed by.

#### 5 Creative techniques and energizing

- Bring your speech to life: rhythm, voice modulation.
- Use storytelling to illustrate a message.
- Introduce key facts, anecdotes and concrete examples.
- Use mental images and metaphors.

##### Exercise

Creation of a mini-storytelling, reformulation of a message using creative techniques.

#### 6 Handling unexpected public interventions

- Active listening techniques.
- Respond to questions, objections, disturbances.
- Clarify a request.
- Maintain the common thread while managing the timing.

##### Exercise

Simulations with disruptors, difficult Q/R.

#### 7 A striking conclusion

- Synthesize key messages.
- Build a structured, impactful conclusion.
- Use a positive anchoring technique: projection, enhancement, strong image.
- Final push to boost overall efficiency.

##### Exercise

Writing a powerful conclusion, an anchoring exercise.

#### 8 Intensive training and skills integration

- Coordination of all elements: voice, posture, detailed plan, storytelling, contingency management.
- Training on complete operations.
- Individualized feedback.

##### Exercise

full simulations, debriefings.

#### 9 Preparation for certification

- Assessment of learning outcomes (interactive QUIZ).
- Personalized advice for the exam.
- Examination procedures.

