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 Carlos Salum, President

Executive Course: “Developing charisma and engaging your audience”

Workshop Aim

An introduction to voice development to give participants a firm foundation on which to build their voice and overall presentation style; identify their inherent strengths and address any negative habits. The components that comprise a charismatic speaker will be distinguished; participants will be shown how to enhance and develop these aspects so as to enliven their subject matter and engage their audiences.

Workshop Objectives:

This workshop will address the following:

- Identifying the attributes of a person with ‘charisma’, particularly in their speaking
- Working with and knowing the text: bringing it to life working with, not against, your personal style
- Being self-aware rather than self-conscious: taking the focus off yourself and onto your audience
- Looking at posture and how in general it can affect the voice: examining any bad habits
- Being aware of how you breathe and how useful breath awareness can be in general
- Resonance – balancing your vocal register, incorporating pitch and timbre
- Enunciation: the importance of good diction in being clearly heard
- Rhythm and pace – creating rhythm and intonation if it isn’t already apparent. Using punctuation to increase impact
- Projection – incorporating all the above elements as related to the space in which you’re speaking
- Taking care of your voice – developing good vocal habits to minimise and avoid problems
- The importance of conveying your enthusiasm and enjoyment of the topic and engaging your audience including listening attentively
- Appropriate dress and style for your audience when presenting face to face (as well as by videoconference)

Timings & Duration:

- 1 Day
- 10:00 – 17:00 (to be confirmed)

Maximum / Minimum Numbers:

- TBD - maximum
- TBD - minimum

Sample Course Agenda

- AM**
- Welcome & Introduction**
- Workshop overview, aims and objectives
- Presence and Charisma**
- Identifying attributes that appear to be inherent in people who have presence or charisma
 - Looking at how these can be discovered and developed individually (bring something you've prepared on a subject you're passionate about)
- Posture and Breathing**
- Looking generally at good posture and breathing habits
 - Identifying individual positive and negative habits and learning techniques to enhance, overcome or adjust these
- Projection and Space**
- Identify the elements of the voice that comprise an engaging and powerful speaker including intonation, resonance, rhythm, pace and emphasis
 - Looking individually at how speech needs to be modified according to the size of the space
- Lunch**
- Homework – introduce yourself to at least two people you don't know and share with each other any concerns you have about presenting in public, leading a conference call, or similar
- PM**
- Personal Presentation Styles**
- Using classical text and poetry (e.g. Shakespeare, Ted Hughes or A.A. Milne!) to see how use of different language, rhythm, volume and pace can be used for dramatic effect
 - Identifying individuals comfort zones and fears or blocks. Using their own text to see where good vocal techniques and audience engagement can bring your presentation to life
 - Researching your audience and dressing appropriately if face to face or via video conference
- Cultivating Good Habits**
- Rehearsing and practising – knowing your audience and your presentation (and dealing with nerves)
 - Good vocal care – including the dos and don'ts before an important presentation
- Summary**
- Overview of what has been covered today
 - Participants feedback of what they've got out of the day and what they'll be implementing
- 17:00 Close**

One to one sessions and longer courses working on specific aspects in-depth can be arranged. To find out more, please contact Lynda Thain on +44 (0)7713 400641 or email her at be_spoke@lyndathain.co.uk

NOTE:

This course can be organized in conjunction with topics such as “Peak Performance Training for Executives” by Carlos Salum and “The Body-Mind Workshop” by Prof. Enrique Pisani. You can find more details about these offerings at <http://www.saluminternational.com/courses.htm>

LYNDA THAIN
PERSONAL PRESENTATION CONSULTANT
Profile

Introduction



Lynda Thain is a London-bred, New York-trained, personal presentation consultant working with senior executives across a variety of sectors. She is as comfortable working with teams in an organisation as she is working on a one-to-one basis with individuals; coaching and developing them to express themselves and their organisation consciously and with impact.

She does this through a variety of means, drawing on her knowledge of voice production, with its focus on posture and breath control, as well as her training as an image consultant.

Lynda has a strong empathy with anyone she works with, and this coupled with her expertise, enables her to lead her clients to find their own unique style; build confidence and develop a very personal presence during the process, that results in an ability to engage and entertain their audience irrespective of the content.

Background

Lynda is a British national with more than 20 years' experience in marketing and training. She was one of the pioneers of interactive media in the UK as part of Philips' Interactive Media Europe (PIME) in the early '90s and has developed marketing and branding tools for international consumer and business-to-business applications. Her client list includes Orange, Waitrose, Chase Manhattan Bank, Mondex and Channel 4.

As well as creating bespoke training seminars and development programmes for media professionals on behalf of organisations such as New Media Knowledge (NMK) in the UK and EAVE (Les Entrepreneurs de l'Audiovisuel Européen), in Europe, Lynda has also worked on curriculum design and development for educational institutions.

She was on the validation panel for the revised MA in Hypermedia Studies (2000) at the University of Westminster and was a member of the original Expert Working Group to develop the first European Masters Degree in Interactive Multimedia, with participating institutions such as the Royal College of Art & London College of Printing in London; the University of Utrecht, Holland, Les Ateliers in Paris and the University of The Balearic Isles, Majorca.

After years singing chorally, Lynda trained as a soloist, studying privately with the dramatic soprano Jacqueline Straubinger-Bremar and the baritone David Crown for a period of more than 12 years. In that time she learnt a great deal about voice production and many other aspects of solo performance. Her artistic ability and eye for colour was enhanced by the training she received in New York as an image consultant, enabling her to transfer to others what she had been applying to herself for years.

Lynda still performs regularly in concerts in the UK, and from time to time in Greece where she lived for three years. She speaks good Greek (reads and writes it too); has a good working knowledge of French and regrets that her Spanish and German are now only rudimentary. However, she is happy to sing in any of those languages as well as Italian!

She is a Fellow of the Royal Society of Arts and Manufacture and is on the committee for the south east region of the UK, and has been a member of the Musicians' Union for more than ten years.