



# TRAINING IN PUBLIC SPEAKING

*“Speech is power: speech is to persuade,  
 to convert, to compel”*

– Ralph Waldo Emerson

**Calendar icon** **Dates : June 11, 13, 20, 25, 27, 2024  
 July 2, 4, 9, 11, 16, 18, 23, 2024**

**Dollar icon** **Training fees: 350\$ (Fresh Dollars)**

**Clock icon** **Time: from 6 pm till 8 pm**

**Number of hours: 24 hours**

**Location icon** **Location: Campus of Innovation and Sports (CIS),  
 Building B, 1<sup>st</sup> Floor, CFP Training Room  
 (Michel Ghazal Training Room)**

**Globe icon** **Language: Language is not a barrier**

**Video camera icon** **Modality: In person**

**Participants undertaking this training program will be awarded  
 a dual diploma: one from USJ and another from John Maxwell**

**Registration icon** **Registration click here**



## Fady BADER

Fady Bader stands as a celebrated public speaking coach and leadership mentor, aligning with the illustrious John Maxwell Team to ignite transformative journeys in personal growth. Renowned

for his magnetic coaching techniques, he is the architect behind the remarkable transformation of many individuals—a narrative eloquently echoed in their resounding endorsements. With the power of a skilled Toastmaster and the visionary insight of a TEDx event curator, Fady crafts and conveys powerful stories and profound messages that resonate deeply, leaving indelible imprints on the hearts and minds of his audiences.

Fadi is also a trainer expert at the Professional Training Center of USJ.

*For registration,  
 scan the QR code*



## Program:

This comprehensive program combines John Maxwell's timeless principles with cutting-edge public speaking strategies, designed to elevate both novice and seasoned speakers to mastery in oratory. The course offers a deep dive into a broad range of topics, from basic communication skills to advanced storytelling techniques, ensuring participants develop a thorough understanding of effective communication. It aims to transform participants into confident, authentic speakers capable of inspiring, engaging, and leading audiences. With a balance of theoretical knowledge and practical exercises, the program supports participants in overcoming anxiety, developing unique speaking styles, and mastering persuasive techniques.

**Target Audience:** The below is a list that encompasses a wide range of individuals who would benefit from advanced public speaking skills, focusing on leadership, influence, and effective communication across various sectors:

- Corporate Executives and CEOs
- Business Professionals
- Media and Communication Specialists
- Educators and Academic Faculty
- Personal and Executive Coaches
- Nonprofit Organization Leaders
- Public Relations Officers
- Healthcare Administrators
- Legal Professionals
- Public Sector Officials
- and any other participant interested in Public Speaking

## LEARNING OUTCOMES PER SESSION

### 1. Introduction - Impromptu Speaking | 11 June 2024

- Develop quick thinking and spontaneous speaking skills.
- Learn techniques for managing nervousness when speaking unexpectedly.
- Understand the structure of impromptu speeches.
- Practice generating coherent and engaging responses under time constraints.

### 2. Foundational Narrative Techniques and Prepared Speech | 13 June 2024

- Master the art of storytelling in public speaking.
- Learn how to structure a narrative for maximum impact.
- Understand how to integrate personal stories to connect with the audience.
- Develop skills to make any topic more relatable and engaging through storytelling.

### 3. Conceptual Scaffolding | 20 June 2024

- Learn how to structure speeches for clarity and impact.
- Understand the importance of frameworks in enhancing audience comprehension.
- Develop the ability to organize complex information into digestible parts.
- Practice creating speeches that build logically and smoothly from one idea to the next.

### 4. Imaginative Persuasion | 25 June 2024

- Master persuasive techniques that leverage creativity and imagination.
- Learn how to use metaphors, analogies, and vivid imagery to persuade.
- Understand the psychological aspects of persuasion.
- Develop skills to craft speeches that move people to action.

### 5. Taboos Speeches | 27 June 2024

- Learn strategies for effectively addressing sensitive or controversial topics.
- Understand how to navigate audience emotions and potential backlash.
- Develop skills in framing and context-setting to open dialogue on taboo subjects.
- Practice speech delivery that is respectful, thoughtful, and engaging.

### 6. Outside of the Box | 2 July 2024

- Develop creative thinking skills to innovate within public speaking.
- Learn how to break conventional norms to captivate audiences.
- Practice designing and delivering unique presentations.
- Understand how to use unconventional methods to strengthen messages.

### 7. Special Occasions | 4 July 2024

- Master the art of speaking for special occasions (weddings, funerals, celebrations).
- Learn how to tailor messages to fit the occasion, audience, and purpose.
- Develop skills in creating memorable, appropriate, and impactful speeches.
- Understand the nuances of tone, style, and structure for various occasions.

### 8. Advanced Narrative Construction | 9 July 2024

- Dive deeper into narrative techniques for complex storytelling.
- Learn how to weave multiple narratives or perspectives.
- Develop advanced skills in pacing, suspense, and climax in storytelling.
- Practice creating emotionally resonant and intellectually stimulating speeches.

### 9. Emotional Speech 1 | 11 July 2024

- Understand the power of emotions in public speaking.
- Learn techniques for authentically conveying emotions.
- Develop skills in emotional intelligence to better connect with the audience.
- Practice crafting and delivering speeches that evoke empathy and shared feeling.

### 10. Emotional Speech 2 | 16 July 2024

- Advance emotional delivery techniques to engage and move audiences.
- Learn how to use voice modulation, pauses, and tone to enhance emotional impact.
- Develop strategies for handling and conveying complex emotions.
- Practice creating deeply resonant speeches tailored to specific audience emotions.

### 11. Presentation Skills | 18 July 2024

- Master the use of visual aids, gestures, and body language to enhance presentations.
- Learn how to design compelling slides and visuals.
- Understand the importance of non-verbal communication in public speaking.
- Develop skills in integrating technology and multimedia into presentations.

### 12. Motivational Speech – Wrap Up | 23 July 2024

- Learn how to inspire and motivate individuals and groups.
- Develop techniques for crafting a compelling call to action.
- Practice creating uplifting and energizing speeches.
- Understand how to weave together learning from previous sessions into powerful motivational speaking.

