Course information

Title	Effective Teaching through Public Speaking and Storytelling
Concept by	Our partners in Cluj-Napoca, Bridge Language Study House
Course URL	teacheracademy.eu/course/reshaping-teaching-with-effective-communication-public-speaking-and-storytelling/
N. of participants	Min 4 - Max 14
Course length	One week (6 days, Monday - Saturday)
Language	English. Other languages may be available upon request
Locations and starting dates	• Cluj-Napoca - Fourth Monday of the month On request, we can organize this course directly at your school. Discover all the dates at teacheracademy.eu/courses-dates/
Free time activities offered	All courses include at least one city guided tour and one full-day Cultural Activity.
Type of certification awarded	Certificate of Attendance, including a description of the course contents (80% of attendance required); other Certificates may be available upon request
Price	Starting from 480€ * * Our courses are eligible to be completely funded by the Erasmus+ KA1 funds and several other programs.

Course contents

Description	"Effective communication is 20% of what you know and 80% of how you feel about what you know" (Jim Rohri). As trainers, teachers, and individuals, we face new challenges related to human interaction on a daily basis. Even though we have expert knowledge, the necessary qualifications for the job, or well-trained hard-skills, we often wonder if the way we communicate is enough. Was it the right call? Was I assertive enough? Have I transmitted the proper outcome? Understanding the principles of effective communication, public speaking techniques (group control or speaker control) and the proper storytelling techniques (as a teaching tool in the classroom or as a tool to build-up our personal brand) offers the opportunity to explore the intricacies of human interaction focusing on soft skills in teaching and learning, analyzing conflictual relationships and providing necessary tools to assess and give feedback to others. This course equips the participants with several tools to enable them to better cooperate with others, to manage and improve their relationship with trainees, and to help them to enhance their problem-solving skills. Not only will these benefits help you become a more aware, more confident teacher/trainer, but they are also easily transferable to your private life.
Learning outcomes	• Build assertiveness and self-confidence; • Improve the trainer-trainee & teacher-student relationship; • Manage and preventing conflicts in training environments; • Improve several presentation skills: group control and speaker control; • Structure ideas properly, setting goals and objectives with a clear outcome; • Promote a positive attitude to learners/audience and encourage them to personalize their message when teaching.

Tentative schedule*

Day 1 – Course introduction

- Welcoming & Ice breakers & Brainstorming;
- Structuring the outline of an effective communication: what, why, how we communicate.

Overview of terminology
- Sender, Message, Receiver & Encoding, Decoding, Channels;
- Essential skills in learning environments for effective communication;
- Engaged listening;
- Nonverbal communication;
- Giving and Receiving feedback.

Day 2 – Emotional and communication awareness

- Emotional awareness and Management;
- Communication barriers: semantic, organizational, psychological, personal;
- Asserting yourself in respectful ways (positive & negative thoughts);
- Challenges in communication, conflict management, individual/group psychology;
- TA (transactional analysis – key component of conflict management).

Day 3 – Public speaking

- Presentation skills for an effective communication of the messages: public speaking;
- Public speaking: group control techniques &self control techniques;
- Voice projection, body language, movements & verbal skills (IMAGO);
- Structured and spontaneous speeches;
- Public speaking practice.

Day 4 – Storytelling - techniques and goals

- Storytelling as a teaching technique & as personal branding;
- Key components of a story & Sensorial elements;
- Goals & Structure;
- The PIXAR method and the 7C;
- Personal branding;
- Practicing the storytelling.

Day 5 – Skills in practice

- Implementing the effective communication, public speaking and storytelling in daily teaching/learning activities.

Day 6 – Course closure & Excursion

- Course evaluation: round up of acquired competences, feedback, and discussion;
- Awarding of the course Certificate of Attendance;
- Excursion and other external cultural activities.

*The schedule describes likely activities but may differ significantly based on the requests of the participants, and the trainer delivering the specific session. Course modifications are subject to the trainer's discretion. If you would like to discuss a specific topic, please indicate it at least 4 weeks in advance.

Links and resources

Discover our:

- Self-paced online courses for teachers:
  online.teacheracademy.eu

- Online English Courses for Teachers:
  online.teacheracademy.eu/tag/english-courses/

- The New 2021-2027 Erasmus+ Programme Made Easy:
  online.teacheracademy.eu/course/erasmus-programme-2021-2027/

- CELTA Courses for teachers:
  teacheracademy.eu/celta/

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