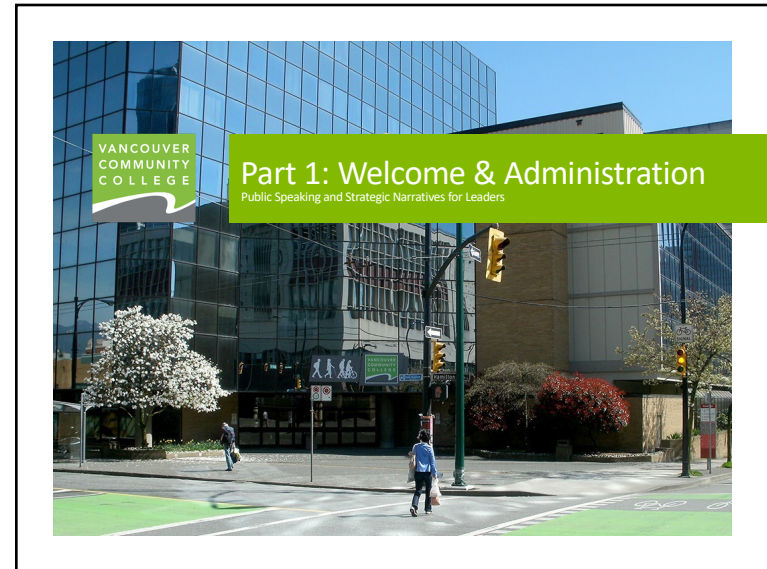




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2

**Administration**  
Public Speaking and Strategic Narratives for Leaders

- GRADING (“S” OR “U”)
  - Participation: 10%
  - Written work (Quiz and Presentation Outlines Homework): 20%
  - Project: (Group work & Informal Presentations): 20%
  - Project (Student Presentation 1): 25%
  - Project (Student Presentation 2): 25%
- Timetable: Tuesdays, 10:00 – 1:00p, 16 Jan–13 Feb
- 80% Attendance
- Student Evaluation

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3

**Mad as ...**

This is a gripe @ the present photo situation. The problem now is durability. I have come to think that the Japanese are back to making junk. I have plastic broken lenses, bodies...they just don't stand up...I'm not on expeditions...not rough use at all. Dealing with the camera companies' repair facilities...is like a three-ring circus...expensive...and I have better things to do w/my time. Camera stores should have repair loaners and then handle the whole hassle...the big box stores...are a joke. *Fred Carlson North Canton, OH*

*Sure, Fred. Have you considered decaf?*

WWW.POPPHOTO.COM

4

## Jean Chrétien

Prime Minister of Canada 1993 - 2003



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5

## Course Outline: Day One

Public Speaking and Strategic Narratives for Leaders



- Welcome & Administration
- Effective vs Ineffective Communications
- Elements of Storytelling
- Storytelling Exercise
- Communication Process
- Microsoft Word Tips (Outlining)
- Language Tidbit: Canadian/UK/US English
- *.pdf Version of Handouts At:*
  - [wobblythumb.ca/public-speaking-2/](http://wobblythumb.ca/public-speaking-2/)

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## Course Outline: Days Two & Three

Public Speaking and Strategic Narratives for Leaders



- Day Two (23 Jan, 10:00–1:00P)
  - Written Quiz
  - Introduction to Strategic Narratives
  - Public Speaking / Exercise
  - Microsoft PowerPoint Tips
  - Language Tidbit: There/They're/Their
- Day Three (30 Jan, 10:00–1:00P)
  - Written Quiz
  - Student Presentations x 6
  - Building a Strategic Narrative
  - Tailoring Messages to Your Audience
  - Language Tidbit: Its vs It's

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## Course Outline: Days Four & Five

Public Speaking and Strategic Narratives for Leaders



- Day Four (6 Feb, 10:00–1:00P) Written Quiz
  - Written Quiz
  - Student Presentations x 6
  - Building a Strategic Narrative
  - Tailoring Messages to Your Audience
  - Language Tidbit: Its vs It's
- Day Five (13 Feb, 10:00–1:00P) Written Quiz
  - Written Quiz
  - Student Presentations x 6
  - Delivering Negative Messages
  - Wrap Up and Conclusion

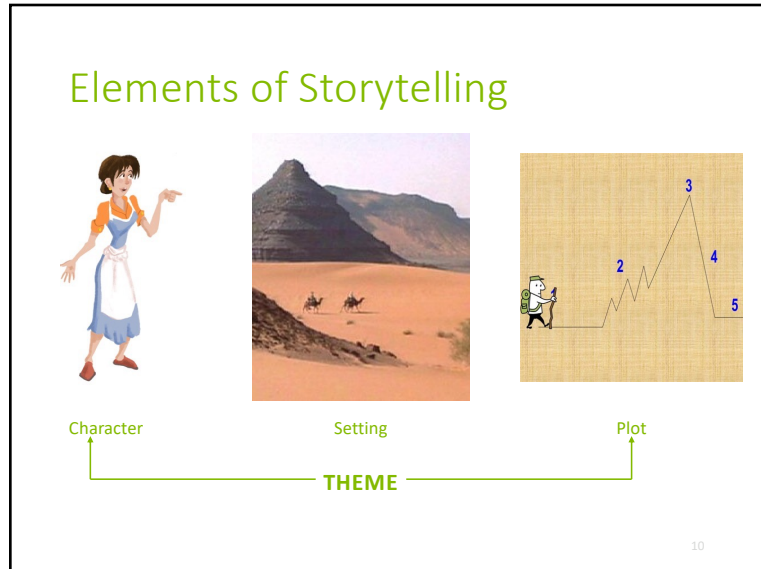
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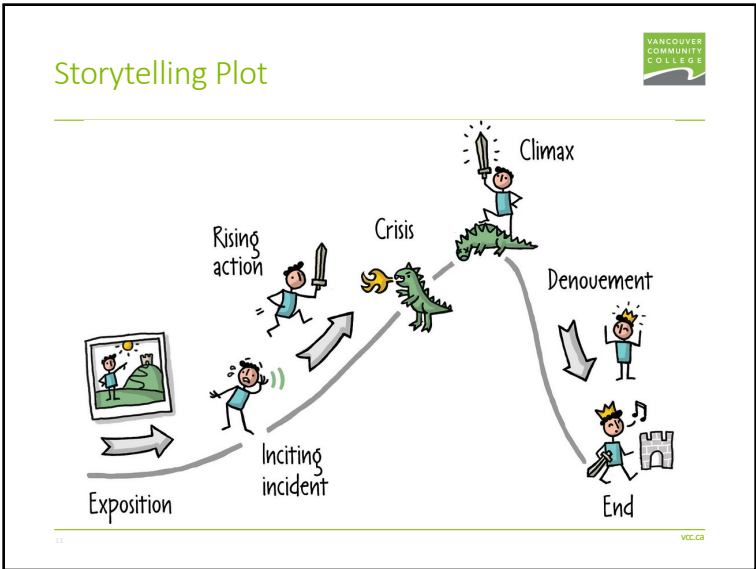
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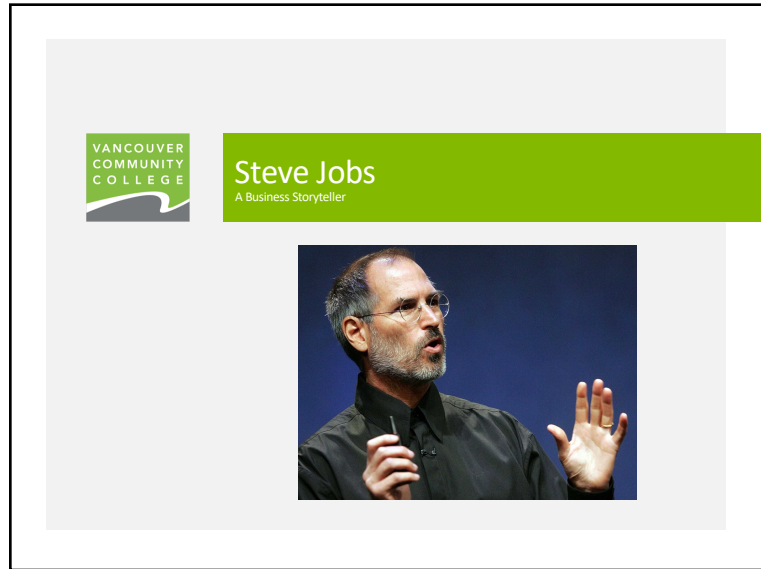
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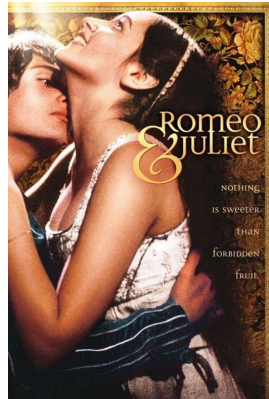
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## Elements of these Famous Stories



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## Storytelling Exercise 01: Famous Stories



Public Speaking and Strategic Narratives for Leaders

- Interview the student next to you
- Present in two minutes or less:
  - Where from?
  - Interests?
  - Profession?
  - Reason for taking this course?
  - Expectations / hopes for this course?

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## Something About Me: 01



Public Speaking and Strategic Narratives for Leaders



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## Something About Me: 02



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Something About Me: 03



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Something About Me: 04



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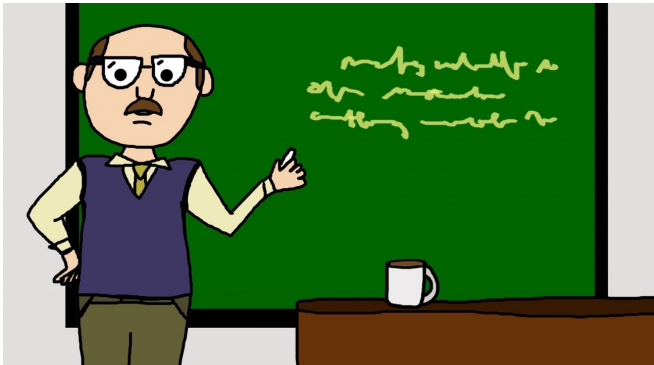
Something About Me: 05



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Something About Me: 06



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20



## Storytelling Exercise 02: Business Intro

Public Speaking and Strategic Narratives for Leaders



- Interview a student in your breakout
- Present in three minutes or less:
  - Where from?
  - Interests?
  - Profession?
  - Reason for taking this course?
  - Expectations / hopes for this course?
- Find a common idea or theme to focus on.
- Present events of person's life that support theme.
- Discard or minimize elements not part of story.

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21



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03: Word Tips

22

## Storytelling Exercise 03: Product Intro

Public Speaking and Strategic Narratives for Leaders



- In your breakout room, develop a Steve Jobs style introduction for a product of your choice.
- Products that could work well for this include Apple Watch;
- Use storytelling techniques to show (for example):
  - What the market was like before this product;
  - What need this product solves;
  - Its unique characteristics/what makes it special; and
  - And why only your company could do this product.
- Try to show your company (and rivals) as characters.

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04: Language Tidbit:  
Cdn/UK/US English

24



25