

# Public Speaking and Strategic Narratives for Leaders

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## Course Outline

### Course Details

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- Course Code: 1211                      Section: 32105
- Dates: 21 Oct to 25 Nov 2024        Times: 6:00p–9:00p (Online)
- Instructor: Daniel Thorpe            danielthrpe@gmail.com

### Topic Outline

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#### Day One, 21 Oct (6:00p–9:00p Online)

- Welcome & Administration
- Student Introductions
- The Communication Process
- Communicating Effectively
- Business Presentations
- Microsoft PowerPoint Tips
- Language Tidbit: Canadian/UK/US English

#### Day Two, 28 Oct (6:00p–9:00p Online)

- Short Quiz
- Elements of Storytelling
- Storytelling Exercise
- Student Practice Presentations x 4
- Introduction to Strategic Narratives
- Microsoft Word Tips (Outlining)
- Language Tidbit: There/They're/Their

#### Day Three, 4 Nov (6:00p–9:00p Online)

- Short Quiz
- Building a Strategic Narrative
- Student Practice Presentations x 4
- Tailoring Messages to Your Audience
- Language Tidbit: Its vs It's

#### Day Four, 18 Nov (6:00p–9:00p Online)

- Short Quiz
- Delivering Persuasive Messages
- Student Presentations x 4

- Strategic Narrative Exercise
- Language Tidbit: Whose vs Who's / Hear vs Here

### **Day Five, 25 Nov (6:00p–9:00p Online)**

- Short Quiz
- Delivering Negative Messages
- Student Presentations x 4
- Wrap Up and Conclusion

## **Grading**

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Grading is “S” OR “U” based on:

- Participation: 10%
- Written work (Quiz and Presentation Outline Homework): 20%
- Project (Practice Presentations): 35%
- Project (Formal Presentation): 35%

### **Complete the following Preparation for Day One:**

- Read “The Communication Process Handout” (attached to the welcome email).
- Prepare a short (2 minutes maximum) talk to introduce yourself to the class. We’ll be talking about using storytelling techniques to communicate more dynamically, but you can start here by not trying to describe everything about your life (impossible!) in such a short presentation. Instead, focus on one aspect that’s important to you: family, perhaps, or where you’re from, career development, or the educational quest that brought you to this class. The important thing is to pick one, so you can do a good job telling us about it in a brief introduction.
- Note: I’ll send you .pdfs of all course handouts by email. But they’ll also be available online at: [www.wobblythumb.ca/public-speaking](http://www.wobblythumb.ca/public-speaking)