

## **SPEAK UP!**

### ENHANCE YOUR PUBLIC SPEAKING SKILLS

Professor: **Jessica SCALE**  
Session: **July 2024**  
Language of instruction: **English**  
Number of hours: **8h**



### **Objective of the workshop**

In this workshop, students will test and acquire the various skills associated with impactful public speaking, including when delivering in a learned language. Along with extensive practice in a fun and benevolent atmosphere, the participants will gain understanding of how to increase their personal impact through insights from social sciences, communication techniques, and analysis of famous speeches, from Shakespeare's plays to Greta Thunberg's address to UN.



### **Summary**

Every profession requires public speaking, on-line or off-line. Whether a 20-minute communication to a large assembly or a 3-minute presentation to a small set of decision-makers, delivering a good speech is an asset a professional person must acquire. Some individuals seem naturally gifted and take the stage without further ado.

Are they, however, getting the intended message across to their audience? As a famous French playwright said to a young actress boasting she had no stage-fright, "Don't worry, it will come with talent". In this workshop, "talent" is about meeting the goals that led to taking the floor.

Fostering active participation from each student and lively group discussions, the workshop will interlace practice with academic content.

Various types of practical exercises, amongst which role-playing, creative simulations and counter-intuitive performances, will defuse anxiety associated with public speaking. Practice will take place in an encouraging atmosphere, towards students achieving much better than they believe themselves capable of.

Insights from social sciences will enlighten the students as to what happens to an audience when listening to someone delivering a speech. It will enable students to understand how to best reach different effects based on their goals and their audience's expectations.

Cultural expectations will be investigated, from the compulsory introductory joke in the Anglosphere to the literary quote valued by a French audience, to other public-speaking customs in different parts of the world. Corporate, academic and on-line cultures regarding public speaking will also be included in the studied corpus.

Extracts from several famous speeches will be watched. What made them long-lasting in world memory will be discussed. Students will have the opportunity to enact some of these speeches, as the experience of delivering "I have a dream" or "I am prepared to die" is unforgettable.

Finally, communication best practices towards constructing and delivering a speech will be key take-aways for each participant.



## Organization of the workshop

Practice and insights are acquired through 4 sessions of 2 hours each. As students gain more mastery, challenges rise in a progressive momentum:

- Session 1: SPEAK
- Session 2: SHARE
- Session 3: CONVINCING
- Session 4: IMPACT

Each session is led at a quick pace of short sequences alternating practice and academic knowledge acquisition.

Overall, about half the time is devoted to various forms of public speaking practice, with a set of facilitating techniques to help students overcome inhibition and keep control over their emotions. Students will be encouraged to practice both in English and in their first language.

The other half of the time enables students to ponder, understand and discuss real-life examples and academic food-for-thought, towards designing and delivering effective speeches.



## Requirements for validation

Validation for the Summer School workshops is based on participation.

A student who attends all four sessions and actively participates in the activities will be awarded 1 ECTS credit.



## Professor's Biography



After graduating in social sciences at Sciences Po's doctorate school, Jessica Scale pursued an international business career, working for leading companies on five continents. In her executive roles, she experienced the importance of mastering public speaking skills. She started sharing her practitioner's knowledge with Sciences Po students and has done so for the last two decades. For her, social sciences are key to help students understand what is at stake in public speaking and to find out their own personal ways to make the aimed-for impact on the audience. She has written, amongst other topics, about Government communication, and strategy for the 21st Century.