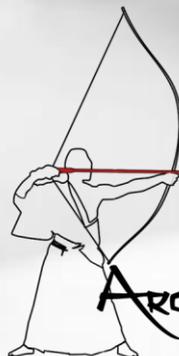




The Art of Communication

Workshop



ARQUEROS DE LA PALABRA
EL ARTE DE COMUNICAR



Welcome to this workshop!

Communication is not only essential for an interview, to get a good job or to present an idea but also to engage and lead your team towards success.

All the talent that you store within you is of no use if you can not reach out to others with it.

Throughout our formative years, we are given knowledge in the form of arrows until our quiver is full, but let us learn to notch our bows and let them fly to our target audience.

You are invited to discover and develop your inner potential. You are invited to eliminate all those interferences that cloud your message. You are invited to refine those skills that will permit you to transmit what is locked inside.

In this course you will learn how to use tools that will allow you to control the what and the how of your communication. You will become an Archer of the Spoken Word that will impact upon the hearts of your listeners.



Maty Tchev
Founder and CEO





Objective:

This workshop is about something more than Skills Training. It's about becoming Archers of the Spoken Word able to develop skills to adapt them to any real speaking situation. We are going to give you a complete toolbox of public speaking skills and plenty of practice sessions. They will not only be applicable to any professional field: Meetings, presentations, interviews..., that you will face as leaders but also to your personal everyday life: Family, friends...

Able-bodied archers can design and deliver, in an engaging way, clear presentations with confidence. They know in their hearts that success is a fleeting moment in time, but Mastery of the Spoken Word is an ongoing process which lasts forever. That is why this workshop truly starts the moment it ends.

Methodology:

PRACTICAL SESIONS

Ample opportunities to put into practice the tools you have learned and to receive feedback from your peers and trainer.

The Socratic Method will lead you and help you discover on your own the reasons why to each of the exercises.

Trust the process. There will be changes that will impact your life.

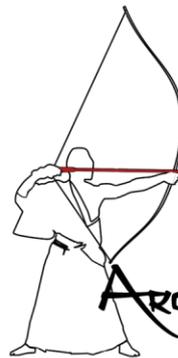
Added value:

Notable improvement of a sense of self-awareness, self-assessment, self-evaluation, self-responsibility and the capacity to positively evaluate and learn from other speakers. Honing common sense and recognizing mistakes as a positive means of improvement towards continued personal growth. Experiencing, developing and creating a network of professional friendship.

A complete handout with the contents of this workshop will be provided to the participants.

“They are able
who think they are able.”

VIRGIL



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Introduction

Anyone can speak well in public. We already know that but, in addition, it must be something which we must be fully convinced of before starting this course.

We have all been amazed by an eloquent speaker before an admiring audience. Let me tell you a secret, dear learner-archer; I want you to know that it is not something we are born with; this is something we learn.

All great artist, elocutionists and athletes started the same as you, as students. All of us must be trained.

In every Kyudo competition ("The Arch Way" -on Japanese archery-), the true competition is not between archers but between the archer him/herself and the target. Both are one in the same. Even before the moment he/she shoots the arrow, the target becomes a mirror that reflects what is inside the archer's mind and heart.

Your quiver is full of arrows, you only need to learn how to shoot them from your bow. You need arrows that are straight and true; words that are honest and that you believe in. You need a good bow of the proper weight for your audience. You need to know how to string your bow and shoot the arrows of your message.





You will learn to walk into a room and connect directly to your audience. As a good archer, you have to know the terrain, from where the wind blows, where the obstacles are, how to control your breathing, your bow, even how to choose and shoot every single arrow. You must be confident that you can string your bow and that your quiver has enough arrows. Confident with your knowledge; confident of the material that you are going to present to the audience, then, you will be able to hit the target.

When you enter a room, you have to know your public's vocabulary and their preconceptions about your topic. We will give you the tools necessary to help you read audience feedback.

Often a question comes from out of the blue, but you are not there to address that problem but to eliminate it. Keep the target in mind, even if a gust of wind blows the arrow off target, think deeply about why you are there and who you are aiming at. You don't have to hit the bull's-eye, just get close to the centre of the audience.

You have to recognize what is behind the target. Use the questions from the audience to get closer to the target as well as to improve as a speaker and, more than that, improving yourself as a better human being.

My father used to say:

1. *Everything that is governed by rules can be learned.*
2. *No one is better or worse than you.*

Let's relate these two statements to two facts:

1. Public speaking and the act of speaking efficiently in public is a technique that can be learned and, above all, can be practised until it is mastered.
2. If we learn to appreciate our capabilities, while knowing our limitations, and go on loving ourselves deeply, with perseverance, we shall succeed in learning everything we set ourselves to do.

There is no doubt that you will walk out of this course as a different person. We are going to enjoy the adventure of reinventing ourselves together and the roller coaster ride towards the discovery of your dormant skills with which you will develop the exceptional orator sleeping within you. We want to develop substance as opposed to a superficial veneer through voice modulation and inflection coupled with body language which will give a soul to each delivered word. We will channel the physical energy of your body language to empower your words with honesty.

At the end of each day, it will be evident:

1. The teacher has become the student who has learned to help others discover themselves.
2. My father was right!

maty@matytchey.com
www.matytchey.com
www.arquerosdelapalabra.com



Professor:



Maty Tchev



High impact key-note speaker and writer. B.A. in Political Sciences and Sociology as well as A.A. degree in Rhetoric (ESIC), and a Diploma in Public Speaking (UPV). Masters degree in Applied Positive Psychology (UJI).

Judge for the National League of University Rhetoric and Debate since 2005. Professor for the B.S. Program in Business Administration for the University of Wales (GIEM, Valencia). Director and presenter for four years of the UNED Educational Radio and TV (Open University of Spain).

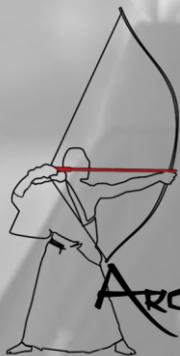
Professor of Professional Educator Refresher courses (GVA), with more than twenty eight years of experience.

Programs in Rhetoric for Efficient Communication in selected business schools such as Escuela de Empresarios (EDEM: "15x15", ABC of Human Resources and Leadership). Invited professor at IESE Business School (Short Focused and Custom Programs), University of Salamanca, University Jaume I and many other institutions of higher learning.

Founder and director of Archers of the Word to motivate and empower persons to discover and develop the best within themselves.



- I. Introduction: The Black Swan Theory by Nassim Nicholas Taleb**
 - A. Communication based on reasoning, credibility and emotions.**
- II. Image communicates**
 - A. Honesty**
 - B. Had a bad day? Be proactive**
 - C. Get out of your comfort zone**
 - D. Three keys on communication**
 - 1. Responsibility: it is always the speaker's fault
 - 2. Believe in yourself and in what you say
 - 3. Do not read or memorize
 - E. 4 learning stages**
- III. The ideal instrument**
 - A. Your hen**
 - B. The point X: action, everybody, now. Turning words into action**
 - C. Accept yourself from the outside: record your presentations**
 - D. Change your body, change your attitude**
 - E. Drawing a blank**
 - F. 3 levels of listening**
- IV. Your message: the what and the how we say things**
 - A. Delivery: non verbal communication (the how we say things)**
 - 1. Controlled pauses
 - 2. The power of your voice
 - 3. Eye contact
 - 4. Proxemics and use of space
 - 5. Posture UBD and STBY 120° (standing and sitting)
 - 6. Effective gesturing
 - B. Verbal communication: your arrows (what you say)**
 - 1. The opening and the final line (H-B-H)
 - 2. Omega closing. Connecting with the opening line
- V. The structure**
 - A. Logos speech**
 - B. Ethos speech**
 - C. Pathos speech**
- VI. What is the purpose?**
 - A. Inform, convince, persuade**
 - B. Get rid of filler words. Less is more**
 - C. Adapt to your listeners**
 - D. How to prepare a speech**
- VII. The recapitulation: Submitting the contents of this programme to the scientific method**
 - A. Measuring and labelling constructs**
 - B. Start creating your own structures**
 - C. Share your magic**
 - D. This workshop starts now**



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