

Public Speaking in English

INSTRUCTOR

Dr. Margaret Kathryn Sloan

Dr. Sloan received a Bachelor of Arts in English (Phi Beta Kappa, magna cum laude) from Yale University in 1998 and a Doctor of Philosophy in English from the University of California, Santa Barbara in 2008. She has worked in professional development and organization of international conferences, given training workshops to executive groups in private companies, and spoken at international conferences. She has twenty years of teaching experience at institutions including the University of California, Endicott College, and the Instituto Tecnológico Autónomo de México (ITAM). Dr. Sloan has taught at ITAM since 2008, including the classes "Managerial Communication in English" in ITAM's masters programs and "Development of Managerial Skills" for the undergraduate program of the Business School. She specializes in training students from diverse backgrounds within a bicultural context to improve their written and oral communication through interactive classes, coaching, and personalized feedback.

Mtra. Mariana Contreras Arévalo

Maestra Mariana Contreras Arévalo received a bachelor's degree in Visual Arts from the Universidad Autónoma de México (UNAM) in 2003 and a Master in Art Studies from the Universidad Iberoamericana (UIA) in 2011; she is currently completing a Doctor of Philosophy in Visual Arts from the UNAM. She has twenty years of teaching experience across a range of school levels (middle school, high school, bachelor, and postgraduate) and at both public and private institutions, including the UNAM, the Instituto Tecnológico de Monterrey, and the Instituto Tecnológico Autónomo de México (ITAM). During her years in teaching, she has used a variety of skills and media to help students develop their ability to communicate both in Spanish and in English, specifically focusing on strengthening their written work, such as dissertations, academic essays, letters of motivation, and cover letters.

OBJECTIVE

This course will give participants specific strategies to improve the clarity, efficiency, and effectiveness of their oral communication. The course will help participants develop strategies for adapting their communication styles to any context, with special consideration of presenting effective executive presentations, both remote and in-person. This course will:

- Improve clarity and effectiveness of communication
- Offer specific strategies to help adapt communication to multiple contexts
- Help participants gain experience and confidence in public speaking in English through constant practice and feedback, both individual and group
- Teach strategies to develop, structure, and present a persuasive argument
- Offer participants opportunities to improve their abilities to speak in impromptu situations and to answer questions under pressure

- Teach strategies for leading and participating in meetings more effectively
- Teach participants how to design effective visual aids to enhance their presentations
- Give ESL speakers specific strategies for improving their presentations in English

AIMED AT

- High- and mid-level executives who give frequent presentations, both online and in-person
- Professionals who would like to improve the effectiveness and quality of their oral communication
- Professionals who want to improve their ability to present a clear and persuasive argument in English
- Professionals who want to improve their ability to manage questions effectively, whether in a client presentation or in a job interview
- Professionals who want to strengthen the communication of their teams at work
- Professionals who want to strengthen their executive presentations to advance their careers

SYLLABUS

- Communication strategies and oral presentations
- Strategies for leading and participating in meetings effectively
- Designing Focused Arguments: strategies for structuring oral presentations
- Argument Structure: transitions and signposts
- Managing Questions: emotional intelligence, self-regulation, and communication objectives
- Designing effective arguments: persuasive strategies
- Strategies for virtual communication with remote teams
- Effective non-verbal communication
- Designing and interacting with visual aids