

Course Title

Speak On Your Feet: Professional Public Speaking

Course Description

This course develops students' ability to communicate with clarity, confidence, and impact in professional and academic environments. Based on proven public speaking principles and practical performance techniques, the program helps students overcome fear, structure powerful messages, and deliver presentations that engage and influence audiences.

Students will learn how to prepare and organize speeches effectively, use storytelling and persuasive techniques, manage their voice and body language, and respond confidently to questions. Emphasis is placed on real practice, feedback, and personal improvement.

This course is designed to strengthen essential skills for leadership, business, education, entrepreneurship, and international communication.

Course Objectives

By the end of this course, students will be able to:

- Speak in front of an audience with increased confidence
- Structure clear and logical presentations
- Use effective openings and conclusions
- Communicate ideas in a simple and engaging way
- Apply storytelling techniques to strengthen messages
- Use voice, body language, and eye contact professionally
- Manage nervousness and speaking anxiety
- Respond to audience questions with clarity and composure

Course Format

- Duration: **12 weeks**
- Schedule: **1 session per week**
- Session length: **3 hours per session**
- Total instructional time: **36 hours**

Each session includes theory, demonstrations, guided exercises, and live speaking practice.

Teaching Methods

- Interactive lectures
- Individual and group speaking exercises
- Video-recorded practice sessions
- Peer and instructor feedback
- Speech simulations and role-play

Assessment

Component	Weight
Participation and in-class exercises	30%
Practice presentations during the course	30%
Final speech presentation (5 minutes)	40%

Final Project

Students will deliver a professional 5 minute speech demonstrating structure, clarity, presence, and audience engagement. The final presentation will be evaluated based on organization, delivery, confidence, and overall impact.

Course Benefits for Students

This course helps students develop communication skills that are essential for:

- University presentations
 - Job interviews
 - Leadership roles
 - Business and entrepreneurship
 - International and intercultural environments

Speak On Your Feet – Public Speaking Mastery

Approach based on Brian Tracy's principles

1.0 – The role of the professional speaker

Theme: Speaking to influence

- Why oral communication determines professional success
- Opportunities go to people who express themselves clearly
- Speech as a leadership tool
- Exercise: 60-second mini-presentation (starting level)

1.1 – Preparation: the key to confidence

Theme: Fear diminishes with preparation

- Why most fears stem from a lack of preparation
- Rule: “The more prepared you are, the more confident you will be”
- Research and knowledge of the subject
- Exercise: prepare a short topic with a structured outline

1.2 – The structure of an effective speech

Theme: Clarity, logic, and simplicity

Brian Tracy method:

1. Tell them what you are going to say
 2. Say it
 3. Summarize what you have said
- Organize your ideas clearly
 - Avoid confusion
 - Workshop: structured 2-minute speech

1.3 — Powerful Openings

Theme: Captivate from the start

- Importance of the first 30 seconds
- Opening techniques: question, statistic, story, strong statement
- Avoid weak beginnings
- Exercise: create 3 different openings

1.4 — Speaking clearly and simply

Theme: Being understood by everyone

- Use simple words
- Avoid jargon
- Give concrete examples
- Exercise: simplify a complex message

1.5 — Using stories and examples

Theme: People remember stories

- Why stories make a bigger impression than facts
- Sharing personal experiences
- Link between story and main message
- Workshop: incorporating a story into a mini-speech

1.6 — Voice and Energy

Theme: Enthusiasm is contagious

- The importance of energy in the voice
- Variation in tone and rhythm
- Speaking with conviction
- Practical vocal exercises

1.7 — Body language and presence

Theme: Physical credibility

- Straight, open posture
- Natural, controlled gestures
- Eye contact with the audience
- Filmed exercise with feedback

1.8 — Persuading and influencing

Theme: Speaking to get a message across

- Presenting ideas logically
- Giving evidence and examples
- Appealing to the audience's interests
- Workshop: presenting a convincing argument

1.9 — Handling questions and the audience

Theme: Authority and calm

- Listen carefully to the question
- Answer briefly and clearly
- Handling difficult people
- Q&A session simulation

1.10 — Preparing a professional presentation

Theme: Rehearsal and mastery

- Rehearsing aloud
- Timing your speech
- Eliminating unnecessary words
- Filmed rehearsals with feedback

1.11 — Final presentations

Theme: Professional performance

- Final speech lasting 5 minutes
- Application of all techniques
- Detailed feedback
- Comparison with week 1