

# fecund training

and personal development

Do the Councillors in your local authority make people sit up, listen and take notice in every meeting?

Do they deliver speeches with energy and charisma?

## Speaking Like A Leader

*'secret theatre skills for maximum Councillor IMPACT!'*

Do they remain composed and in control when interrupted, challenged or heckled?

Do they embody authority and confidence in every public interaction?

## Or could they use some expert help?

**Want to book or find out more?**

Call Ian Golding on **0207 575 3164** or email [ian@fecund.co.uk](mailto:ian@fecund.co.uk)  
Details of all our products are available at [www.fecund.co.uk](http://www.fecund.co.uk)

**fecund projects**  
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# Speaking Like a Leader

*Secret theatre skills for maximum Councillor IMPACT!*

*"Over the past 3 years, fecund's training programmes have surpassed all expectations. The training gave Councillors more confidence and techniques to present and speak more effectively in a public setting.*

*Even the most sceptical Councillor embraced the training and the feedback is always positive."*

*John Lynch, London Borough of Islington*

## WHO IS IT FOR?

This course is specifically designed for local authority Councillors looking to enhance their communication skills, impact, **confidence and charisma** in the council chamber and beyond.

## HOW CAN WE HELP?

We have a secret...

We have worked with professional actors in theatre and film for 17 years – they are masters at engaging an audience and communicating difficult messages under pressure.

This course translates **secret skills** used by professional actors into proven techniques that will significantly improve Councillors' performance in live debates, meetings and speeches.

## WHAT DO YOU GET FROM IT?

We have applied our **extensive experience** working with the **specific needs of Councillors** to create a course that delivers simple, tangible, long-lasting skills that will enable Councillors to represent the council positively in every interaction:

- **Embody confidence and authority in pressured situations**
- **Deliver speeches and talks with conviction and clarity**
- **Maintain control and composure even when interrupted or heckled**
- **Make people sit up and listen**
- **Use simple structures to start well and end memorably**
- **Appear comfortable and credible when speaking "off the cuff"**
- **Take responsibility to leave a positive legacy in every interaction**

## HOW IS IT DELIVERED?

Courses can be delivered at your site or at our facilities in West London. The maximum number of delegates is 10.

Our comprehensive 2-day course includes behaviour change measurement, extended role-play, coaching and advanced performance skills. A 1-day foundation version of the course is also available.

**1 day course** - Speaking like a Leader – (foundation course)

**2 day course** - Speaking like a Leader – (advanced course including measured behaviour change and bespoke coaching.)

*"In 20 years of business this was by far the best course I have ever attended. The advice and practical skills for transforming behaviour are the most useful I can ever remember receiving"*  
*Delegate feedback*

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