

**APT Workshop** is a pragmatic, hands-on program designed to enhance oral communication skills for individuals who need to convey ideas clearly and effectively, with or without slides. It emphasizes simplifying messages through audience Point-of-View analysis, storytelling, rhetoric, body language, and the engaging use of voice tones.

Focusing on a specific professional subject, participants will learn from and receive feedback from the trainer, group members, and above all guided self-analysis from 4 filmed activities.

**COURSE OBJECTIVES**

**Objectives:** To develop the ability to simplify professional oral communications by adopting an audience-focused approach, ensuring clarity and effectiveness during verbal interactions.

**Short Footprint:** Unique approach of 2 individual 45-minute sessions and 1 full day group workshop using structured video self-analysis with coaching and peer debriefs.



# Pragmatic WORKSHOP

APT Methodology is based on ANALYSE - PROGRESS - TRANSFORM

**COURSE FOOTPRINT**

PHASE 1	PHASE 2	PHASE 3
		
<b>45 minutes</b>	<b>1 day</b>	<b>45 minutes</b>
10-min presentation 35-min individual debrief session	group APT workshop face-to-face course	individual debrief and autonomous Action Plan Tool

**COURSE DESCRIPTION AND CONTENT**

- 0** **PREPARE** a short professional subject to present face to face. 10 minutes and 5 slides maximum.
- 1** **INDIVIDUAL** filmed presentation: 10 minutes  
Coaching Debrief: 35 minutes
- 2** **GROUP** training workshop full day: Audience Point-of-View analysis, messaging, structuring by storytelling, slides, voice, and body language: 1 day
- 3** **INDIVIDUAL** debrief session of filmed exercises and autonomous Action Plan Tool: 45 minutes

**PREREQUISITES**

Mastery of English. Prepared short 10-minute professional subject (5 slides max) to present with and without slides. With the goal to persuade, not just inform.

**Target Population**

Any personnel needing to convey ideas clearly and effectively, with or without slides. Max participants: 10

