



Issues of public speaking and effective communication course based on

**Sounds Good workshops - original idea crafted by Sergiusz Ryczel.
Business/Personal Brand/Internet/(Social)Media/Coaching**

The main tools – what you are really going to learn.

- How to prepare a presentation or a draft so that they help you, instead of making life difficult.
- How to control your nerves and feel the joy of communicating your knowledge.
- How to control your mimicry – simple methods to relax your facial muscles.
- How to find your best place on a stage or within any other space.
- How to grab the attention of a listener.
- How to stop in the fast moving world and why it is necessary at this particular moment.
- How to use the energy of the listeners without being carried away with emotions.
- How to choose the right style and convention of your speech.
- How to produce a top quality video for your social media post.
- How to use media for your needs and not to be afraid of them.
- How mainstream media companies work. Inside knowledge you need.
- How to make the camera like you vs. where the dangers lurk.
- How to pay attention to the details – „somehow it will be” vs. „time to improvise!”.

You need more? Make use of my experience.

- Industry media vs. mainstream vs. social media vs. niche.
- Interviews for TV, radio and press - what do they really like.
- Technical aspects of online communication and video production.
- Mental and physical preparation for a proper public speech.
- Simple relaxation methods.
- Expression without going to extremes. Lets build the emotions, charm them with a smile.
- Inner smile, spark in your eye - use your powers.
- Acting as part of your „regular” presentation – the way to surprise your audience.

- Your language errors (grammatical, stylistic, articulatory, loan translations, mispronunciations) You don't even know you make them and how easy it is to get rid of them.
- Pitch, span, tempo, volume, intonation, accent, voice modulation – how use your voice and get the effect.
- Even more self-confidence – show them your personality.
- Make good use of your knowledge and experience – do not lose these advantages.
- Visualisation of a success – the easiest or the most difficult? Definitely the most important.
- One thing at a time. The more you know, the more you want to learn. I am at your service; ready for any further questions.



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