Personal Impact Training
Arts-based training for Healthcare, Business & Education
with
Susanna Baddiel
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Confident Communicators of Science

Dates: October 17 – December 14, 2016
Mondays and Wednesdays
Time: 5pm-7pm
Location: NYU Langone Medical Center
3rd Floor Skirball Conference Room

Organized by:
Keith Micoli, Ph.D. Postdoctoral Program Director & Ethics Program Coordinator.

Aims
To provide the Scientists with simple yet sophisticated practical tools to:
• Assist them in becoming more confident and effective ambassadors of science.
• ‘Hold the mirror up’ so they can know what it is like to be on the receiving end of them.
• Overcome what currently inhibits their progress thus enabling them to move forward in a more confident, informed and impactful way.
• Discover the power of story-telling, identify connections between their own personal stories and the passion they have for their science and create memorable presentations for their audience with this compelling form of communication.
• Practice and rehearse proven techniques to engage and enthuse their audiences in a manner that, not only conveys the ideas of their science effectively, but also fully realizes their individual potential to install a love of science both in their own community and out in the world.

By making small changes the scientists can have a significant impact on the people they communicate with.
Being an effective communicator and an engaging presenter is an essential skill for all scientists at the forefront of innovation. With the demands people face in their lives today combined with the distractions of a fast changing world and our shorter attention spans, keeping your ‘audience’ engaged presents more challenges than ever before.

Humanity has always undergone change and this has most often been driven by its own technological breakthroughs which have progressively accelerated in scope and impact to the point where holding an audience’s attention now requires more skill than ever before. Actors have been finding ways to successfully engage audiences large and small in compelling stories, night after night for 3000 years. What are they doing right?

They put the needs of their audience first at all times using tried and tested techniques to keep that Audience in complete concentration and focus.

On this inspirational course we will explore practical ways of developing personal impact and communication by giving the Scientists unique and effective tools to bring themselves to an understanding of what their audience needs from them in order for their message to be heard – whether it be an audience of one or one thousand.

Susanna will give the Scientists a ‘toolkit’ of tried and proven theater-based exercises through which they will discover new ways of thinking and improving how they communicate. They will move beyond the transactional to the transformational when they have the opportunity to find their own moments of truth and recognition, to practice and to get some personal feedback. Working towards a final confidence-boosting conclusion the Scientists will see for themselves how small changes can empower them to have a profoundly positive impact on how both they and their message are perceived by both the individuals with whom they are in daily contact with as well as in wider public forums.
Session 1: 17th October, 2016.
• Introductions
• Outlining the course
• Questions
• Hopes and take away wishes.

The Psychology of Excellence
• Why we are all brilliant communicators
• What happens when we are in the spotlight?
• The role of the Audience
• Optimism
• Rehearsal
• Dignity
• The Stats of Dr. Albert Mehrabian
• Impact Heroes/Heroines

Exercises
• Change 3 - Before we begin, the scientists look at their attitude to change and doing things differently.
• Desire – Using ‘the clap circle’ exercise to express our wish to be in the room and to communicate with an audience.

Sessions 2 - 6: 19th October - 2nd November
Susanna will take participants through a toolkit of theatre-based exercises on body language, status, gesture and voice to develop awareness of the messages we give off. The toolkit is invaluable in showing participants how they can be amazing communicators in a variety of situations including scientific conferences, in the research laboratory, teaching classes and competing for research grant funding. And it can also inspire us to be flexible communicators.

The Toolkit

Status
• How you determine our own status/personal power with your ‘audience’.
• How you learn to read other people’s status/personal power
• Looking at how high and low status individuals behave.
• Using this awareness to create more successful communication

Energy
• How you can be more aware of your attitude and the subliminal messages you give off and discover ways to make those messages more open, authentic and confident and how you can present yourselves with more clarity and integrity.
• Identifying different levels of energy in you and in people in the public eye. Where is your neutral point? How much work does each individual have to do
to get to an energy level that expresses their desire to communicate.
• Looking at mono states and duo states of energy. What are the messages we give off with our energy and how might that contradict what we are feeling and thinking - “Suit the action to the word, the word to the action” - Hamlet.

Voice
• 6 golden gifts for using your voice effectively to engage your audience
• Getting energy and enthusiasm into your voice to hold your audience’s attention.
• Articulation: Speaking clearly and articulate. Working your articulators - tongue, lips and teeth, to bring clarity and precision to your words whether you are a native or non-native English speaker.

Gesture Lines
• How your gestures can support or detract from your message, your confidence and your authenticity.
• Talking with our hands. Emoting with our hands

Eye Contact
• Exercises and discussion to enable the Scientists to understand and to get in some practice on making good connections with their Audience

The Entrances
Over the next two sessions, we put everything together with a revelatory ‘rehearsal’ in which each participant gets personal feedback on how the Audience feels about them. It will enable them to begin to discover untapped strengths and find their moments of truth.
Sessions 7-10 : 7th -16th November

**Story-Telling**

Looking at how we can use story-telling to engage your audience at scientific conferences and how you can grab your audience’s attention from the start.

7th **Exercises to get your imagination working.**

Story Telling Work Outs - Exercising our story-telling minds.

9th **Writing**

- Examining story structure - beginning middle and end. Looking at the element of surprise and change. Incorporating challenges, strive, points of no return and resolution.
- What is drama? Who are the people in your story? What’s at stake?
- Data and story-telling. What is the story behind your data? What is the most engaging and impactful way to deliver your data? How can we make important data memorable? Is your data a metaphor or simile, an example, an anecdote or a story?
- Creating powerful visual images for your Audience.

14th **Writing session:**

Writing individual stories. One-to-one consultations. Who is your Audience? What is your science story? Why are you telling it?

16th **The Entrances 2.**

The Scientists get an opportunity to add their stories to their presentations in front of an audience and receive constructive feedback. How does this change their presentations?

**BREAK FOR THANKSGIVING- 21st-23rd November**

**Session 11: 28th November.**

**Crucial Conversations.**

Crucial Conversation is:
- A **vital** conversation.
- One where there is **something significant at stake** for either party.
- One that **HAS** to take place.
- One where there is the potential for conflict or negative emotions:
- A conversation where there is the **possibility of a positive outcome**.

Participants are given tools to have a successful crucial conversations in a variety of different situations including conversations with laboratory
assistants, students in the lecture hall or fellow researchers when collaborating on a competitive grant.

Participants get time to rehearse/practice their crucial conversation skills with each other. Then we put these into ‘real life’ situations with constructive feedback from the group and myself.

How can our crucial conversations be a trigger for story-telling?

**Sessions 12 - 14: 30th November - December 7**

**Q & A. Rehearsal. Repetition. Practice. Constructive Feedback.**

**Q & A.**
- Having productive, informative and memorable Q&A’s.

**Rehearsal**
- Repetition and being prepared.

**The Entrances**
- Practice in small groups with Q&A and constructive feedback.
- One-to-One rehearsal with Susanna

We continue the constructive feedback session putting everything together. In a safe and supportive environment the scientists will discover what it is like to be on the receiving end of them. The Scientists are challenged to be more nimble, efficient and engaging in the way they use their Toolkit and how they take charge of the stage and of a Q&A session.

This is an enormously rewarding, confidence boosting and thought provoking part of the course as the Scientists discover their strengths and new found skills when engaging with an audience and bring them to the forefront of their ‘performance’. They will see and hear tangible improvements and discover for themselves new and liberating ways of communicating.

**Session 15-16: Dress Rehearsal and Performance**

**December 12th - 14th**

**Performance**
To close the course the Scientists will have the opportunity to use their new found strengths and confidence in front of a live audience with an afternoon of short presentations for an invited audience of colleagues, friends and family. The individual themes, the arc and title of the evening can be discussed early on in the course to give ample time to send out invitations.
Room Requirements

- A large empty room,
- 1 small table
- A horse shoe of chairs - one for each participant and one for me.
- Water
- One flip chart - preferably with self-adhesive pages
- Working pens.
- Room with windows that open or working a/c.

About Susanna Baddiel and Arts-based training

Susanna has ten years of experience in the field of communication training and professional development and thirty years as a theatre actress, director and voice artist. She is part of a co-op of fellow theatre performers and directors who were pioneers in establishing Arts-based training for business in the UK in the early 90’s. They found ways of transferring the skills and experiences of theatre both as a performance-based industry and as a model for team working.

The training stems from the belief that everyone is an amazing communicator in some area of their life, be it at home with family, out with friends, or at work. Through extensive work with actors we know how to transfer the natural social skills we all possess to the formalized arena of presentation, the briefing in a meeting, the interview, the lecture hall or the conference podium. Twenty years on this work has been delivered to most corners of the globe in all fields of business, education and healthcare. We have trained teachers and preachers, chief executives and receptionists, brain surgeons and middle school students. And Great Britain’s National Health Service employing 1.35m people is one of our biggest clients.

Susanna is a founder member of Actors Shakespeare Company (ascnj.org) where she continues to act, direct and coach. Her theatre work has take her to the West End, Off-Broadway and to The Aspen Comedy Festival (Jury Award Best Sketch Comedy).

Using her skills and experience as a performer, Susanna has delivered arts based training in Creative Leadership, Executive Team Development, Personal Impact and Effective Communication.

Her experience of performing and directing Shakespeare for 15 years has led her to believe in the power of coaching and, through practice, of the amazing results which both individual and group encouragement can bring. Teaching the skills of a Shakespearean actor to those who may not themselves be actors enables them to become more dynamic facilitators and
sharper focused communicators in a fast moving modern world.

By bringing humor and a gentle yet incisive honesty to every workshop Susanna enables participants to discover untapped strengths and to develop these in the realization of their full potential.

Her client list includes: Langone Medical Center 2015, Great Britain’s National Health Service with The Kings Fund: The NHS Graduate Management Scheme 2009-2013. The Scottish Health Executive; STEM Faculty at New Jersey City University 2010-2014; Nurses and Nurse Educators at Hudson County Hospitals; The New York General Theological Seminary; Women at Woodstock - Business Women’s Conference 2014; STEM Faculty at Union County College and Hudson County Community College; Avenues: The World School NYC 2013-2014., The Macmillan Organization UK 2015; UK Government Civil Service Graduate Management Scheme 2016; Her Majesty’s Treasury 2016.

Testimonials from ‘Confident Communicators of Science’ at NYU Langone Medical Center 2014, 2015.

“The course exceeded my expectations. I think every post doc should take this class. I watched myself improve and also watched everyone else improve. If there was a follow up course I would definitely take it.”

“The course was really helpful. I feel that my presentation skills improved significantly.”

“Susanna is fantastic. Her enthusiasm is infectious. She challenges us, yet she is very supportive.”

“The techniques taught were great and helped me to realize my ‘default’ mechanisms (hands in pockets, leaning to one side) that can derail effective and serious communication”

“Susanna always offered encouragement and constructive criticism, and [was] well prepared to point out what “works” and what is in need of more conscious effort. I’m ready more now than ever to try this out for real.”