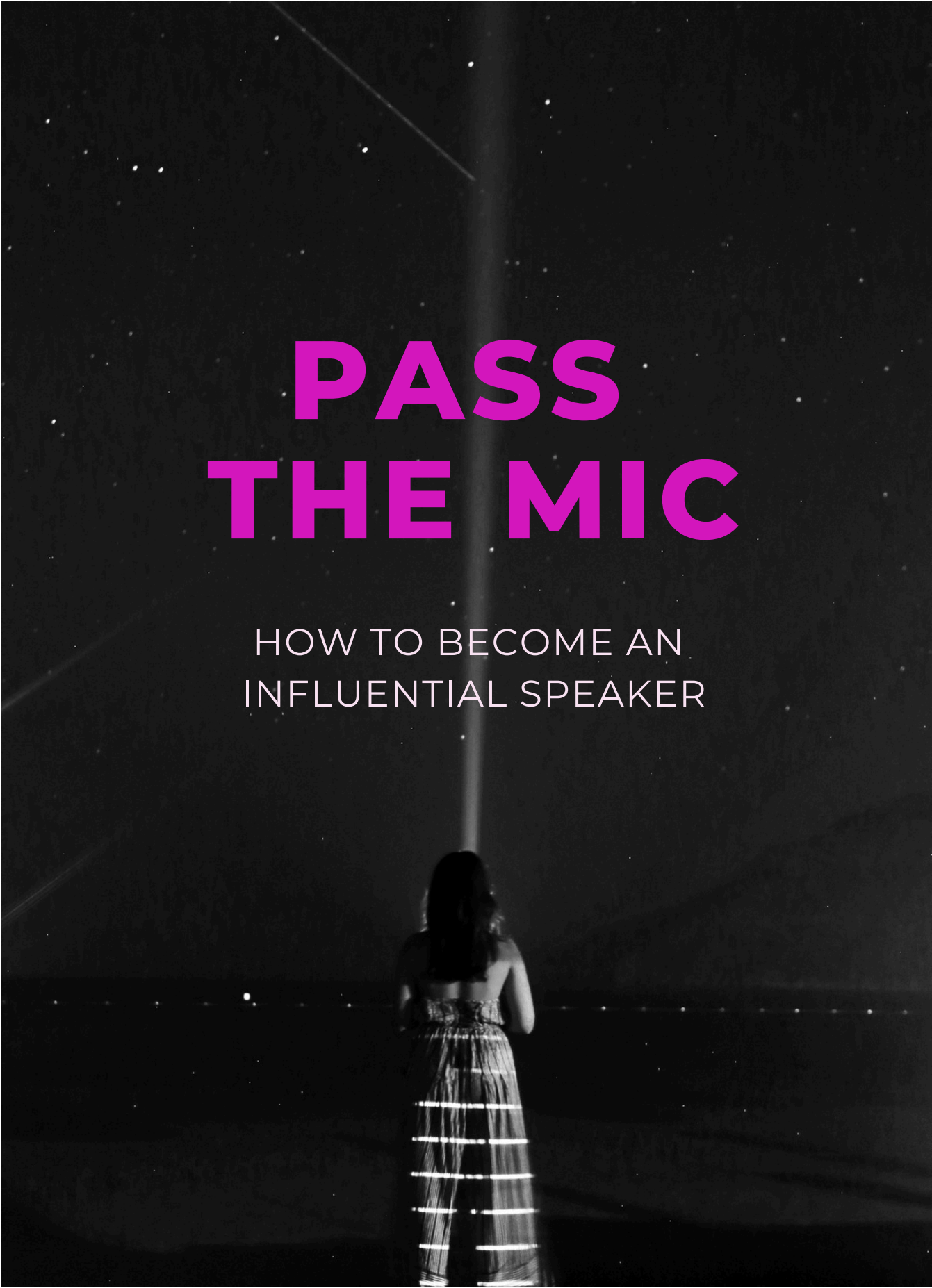




PASS THE MIC

HOW TO BECOME AN
INFLUENTIAL SPEAKER

ALEXBARKER.CO.UK

HELLO, I'M ALEX.

I've designed this programme to help you gain more confidence using your voice. It's an extremely powerful tool, but in my experience, one that is chronically undertrained and underestimated.

I never expected public speaking to be a part of my career, however, in the last three years I've delivered almost 100 talks, online and off. I host a podcast, and have been a guest on many others. I run a network, and I am constantly pitching myself and my ideas to potential clients and collaborators. Basically, I do a lot of talking!

I'm fortunate to have gained a lot of experience very quickly; within that, I've had some great success and also made numerous mistakes. But, because I've had to continually get back in the arena and try again, I've sought help, found hacks, and endlessly practised. This programme is built on the most effective tools and techniques I know.



**SO MANY UNEXPECTED
OPPORTUNITIES
HAVE COME FROM
BEING ABLE TO SPEAK
WITH AUTHORITY, WHEN
PUT ON THE SPOT**

ALEX@BEMOREPIRATE.COM

WHO IS THE COURSE FOR?

IT NEEDN'T BE AS
HARD AS YOU
IMAGINE: THERE
ARE PLENTY OF
SIMPLE, PRACTICAL
STEPS THAT WILL
GUARANTEE YOU
IMPROVE QUICKLY



This course is for anyone who identifies as a woman and would like to improve their verbal communication.

It doesn't matter if you have no aspirations to public speaking - there are infinite opportunities every day to influence and create change through conversations with friends, colleagues, and general networking. **How well you are able to convey, succinctly, why you do what you do ,and why it matters, could be the difference between a big break, or staying put.**

I'D RECOMMEND JOINING THE COURSE IF YOU:

- are looking for a new role and want to improve interview performance
- are a freelancer or small business owner frequently pitching for new work, and/or networking
- are an activist or campaigner seeking to get your message across more effectively
- are required to give frequent presentations or sell to external customers or clients and do not feel as confident as you'd like to



WHY WOMEN?

In the majority of conferences I've spoken at, the line up is dominated by men (some fantastic men I might add). Even as recently as 2020, there have been occasions where I've been the only female speaker at an all day event.

**IT'S NOT ENOUGH
TO KNOW WHAT
YOU WANT, AND
WHAT YOU BELIEVE
IN; YOU HAVE TO BE
ABLE TO SPEAK IT,
AND SPEAK IT WELL.**

THAT'S POWER

The keynote speakers signal to the audience who is important, who is an expert or leader in their field, and who deserves to be listened to. Whether we recognise it consciously or not, these moments create the cultural paradigm within which we understand what is 'normal' and what is possible for ourselves,

In a 2021 report on women in the workplace, the charity The Female Lead identified what they call 'The Entitlement Gap'.

Their research showed that women are ambitious, find deep meaning in their work and value financial independence, but are hindered by an 'unentitled mindset', caused by decades of social conditioning (which we'll cover on the course). This is a part of the puzzle as to why we still do not have full gender equality, or as many female leaders as you'd expect.

Anecdotally, I've also heard many women worry that they will be seen as too much, or too 'ranty' if they speak boldly about a topic that matters to them, and feel very conscious of overdoing it. Yet these have also been moments when their passion, knowledge and leadership comes through with full force. The course will reframe this hesitancy, and help you to unlock any unhelpful stories or beliefs holding you back.

DESIGNED TO BE FLEXIBLE

Whenever I have run workshops about public speaking, the feedback was always that one workshop doesn't offer enough time to really digest the ideas and put them into practice.

But, we all have busy lives so I have designed the course to cover as much ground as possible **with content that you can access flexibly and complete in your own time.**

ABOUT THE COURSE

YOU'LL RECEIVE:

- 12 x audio lessons with accompanying self study exercises. We do these week by week, but you can choose when. There is approx 2.5 hours self study time per week required.
- 7 x 90 minute group practice sessions
- Personalised feedback and support from me throughout if needed
- The group calls will take place in the evenings - please see my website for times and dates.

COST: £420

Feedback from workshops also showed that women really appreciated going through the process with a peer group. Generally, we all face similar challenges and a supportive group atmosphere is critical. **New skills and habits are best learnt in social settings** where there is consistent encouragement and a degree of external accountability.

PRACTICE SPEAKING WITH A SMALL, SAFE NON JUDGEMENTAL GROUP OF WOMEN

Which means... you will be called upon to actively participate in the group calls. They are practice sessions so it's essential that anyone joining the programme is comfortable sharing.

BRAVERY REQUIRED

Authentic storytelling, speaking from the heart and truly owning your words, requires vulnerability and courage. At times it will feel tough, but it should also feel expansive.

40% of the course content is not about speaking at all, it's about working out what you really want to say, and giving yourself the permission to say it.

Pass the Mic is an invitation to feel and sound more powerful, but there is no escaping the fact that it will also take some inner work.



WEEK BY WEEK BREAKDOWN



WEEK ONE

How do you feel about speaking up? During the introductory content and call, we'll reflect on your current starting point, think about our goals, and establish principles for the course.

Understanding and managing your personal energy: Being a successful speaker is about aligning your words with how you feel, so we'll begin here: with what uplifts you, and what drains your energy

Group Call 1: Getting to know the other wonderful women on the programme

WEEK TWO

What do you *really* want to say? Too often, we talk about topics that are important to us based on what we think people want to hear, and not what we really believe. Time to unlock your unique, authentic perspective and understand how to use it to your advantage.

Permission to speak: Building on your core beliefs, we'll begin to explore the edges: the taboos, your more controversial thoughts, and the limits of your imagination.

Group Call 2: In the first practice session, we will begin talking about some of your core beliefs and opinions, using the week's exercises.

WEEK THREE

Discovering stories: Now we go a layer deeper and begin to understand where your beliefs come from, then build them out into narratives that will influence and persuade others

Group call 3: Time to tell stories! We'll try out some of the ideas from this week's exercises.

WEEK FOUR

Getting unstuck: I'll share a technique I've learned that uncovers any fear attached to previous 'bad' experiences of speaking, and help you to release it.

Celebrating wins: to counterbalance fear, we look at reprogramming the brain with positive beliefs and stories.

Optional midway check in call: if it suits you, we'll have an optional reflection call to see how the information is landing, and share any fears that are arising.

WEEK FIVE

Into the spotlight: we'll look at how to structure and present an entire speech so that you understand how to provide value to your audience

Group call 5: You can either continue to practice your stories, or give the full speech structure a go!

WEEK SIX

Bad language: But not the kind you think. We'll explore the everyday words that dilute the power of what you want to say and start stripping them out.

Group call 6: We'll reflect together on any insights from the language exercises, and try and catch each other as we practice speaking.

WEEK SEVEN

Give it some teeth: On the flip side, there's plenty of ways to add more punch to the story you are building, through language techniques that you may have overlooked. This week we return to our belief brainstorm and try out new versions of our beliefs and stories using different language.

Group call 7: In the final speaking practice you can choose to use any of the techniques or tools shared, and we will reflect on the pre and post programme goals and next steps.



JOIN ME.

I put together this course because I believe that no amount of watching TED talks, or reading books about speaking will really move the dial on your confidence and proficiency. Progress relies on getting into the arena and practising for a sustained period of time, but it's infinitely more enjoyable and effective with a peer group cheering you on and going through the same experience.

As soon as I decided to invest in speaking coaching for myself, I wondered why I hadn't done it sooner. I noticed that people started treating me differently because I could hold my own, and communicate with authority. It was a total game changer. My ability to speak fluently and with passion about the work that I do, is the single skill that has allowed me to achieve more than I ever thought possible.

Improving your speaking is a gateway to more confidence in every area of your life. You'll find yourself able to hold boundaries more easily, negotiate for what you want, and resolve conflict. You'll build stronger relationships and you'll believe in yourself more.

I'd love for you to join me.

ALEXBARKER.CO.UK

