

# ADPH Masterclass

## Storytelling for Leaders: Ensuring Public Health Messages are Heard



Thursday 21<sup>st</sup> January 2015

09.30 - 16.30

St Bride Foundation, Bride Lane, Fleet St, London EC4Y 8EQ

### Agenda

**Facilitator:** Josh Gaillemin, theWholeStory

TheWholeStory use the tools and techniques related to storytelling to improve how we communicate and understand what happens to us, and around us, in terms of characters/people, actions, time and place. This masterclass will look at how DsPH can create a compelling story around public health within local authorities.

Vocal presence and ease of delivery are key assets when inspiring others, speaking with confidence and engaging an audience. What facilitates or interferes with this potential largely has to do with tension and habits acquired throughout life. Habits can be unlearned. Vocal presence and personal impact is intrinsically linked to physical poise, breathing that is free of tension, vocal release, and clarity of thought whilst speaking.

#### Objectives for the day:

- Increase understanding and confidence in the use of storytelling when presenting formally and informally
- Increase understanding and confidence in the use of voice and body language for authenticity and impact
- Learn techniques to communicate public health messages clearly and concisely

**Delegates are asked to bring a specific public health subject to prepare a four minute presentation on, and to wear comfortable clothes.**

<b>09.30</b>	<b>Arrivals and coffee</b>	
<b>10.00</b>	Introduction and objectives for the day	Josh Gaillemin
<b>10.10</b>	Sharing the public health message – part 1 <ul style="list-style-type: none"><li>• Preparing and structuring content</li></ul>	Josh Gaillemin
<b>11.25</b>	<b>Refreshments</b>	
<b>11.40</b>	Sharing the public health message – part 2 <ul style="list-style-type: none"><li>• Creative spoken techniques: adding visual description and considering other perspectives</li></ul>	Josh Gaillemin
<b>13.10</b>	<b>Lunch</b>	
<b>13.40</b>	Sharing the public health message – part 3 <ul style="list-style-type: none"><li>• Pulling it all together</li></ul>	Josh Gaillemin
<b>14.15</b>	Presence and personal impact through voice and body language	Ben Joiner, theWholeStory voice coach
<b>16.15</b>	Next steps: taking it back to work <ul style="list-style-type: none"><li>• Shared learning and feedback on masterclass</li></ul>	
<b>16.30</b>	<b>Close</b>	