



THE
LEADERSHIP SPEAKING
SCHOOL

"The most transformative public speaking training for leaders in Europe"

WELCOME

To The Leadership Speaking School, the most transformative public speaking training for leaders in Europe. Based in Switzerland, we specialize in transformational training in public speaking for leaders who are hungry for the skills that they need to take their leadership and their careers to the highest levels.

We have spent the past 10 years building our unique approach, which is based on disrupting the current paradigm for public speaking. We believe that it is outdated and ineffective and that we are stuck in a model of speaking that deactivates, instead of activates; that is a monologue, instead of a dialogue; and that is about the speaker, not about the audience.

This broken model of speaking is particularly pronounced at the level of leaders and change-makers, whose speaking, by its very nature should activate, be a dialogue and involve the audience.

We are living in a time of great change and we are disrupting the status quo of outdated public speaking and inviting in a new way to communicate and reach the hearts and minds of our audiences.

I am thrilled to introduce you to - leadership speaking – where leaders connect with their audiences and help to make the world a better place one speech at a time. Welcome to The Leadership Speaking School.



Dr. Laura Penn
Founder

**We work with leaders from the world's
most recognized companies, not-for-profit
organizations and academic institutions**



WHAT OUR CLIENTS ARE SAYING

"Leadership Speaking Core is the first program of its kind I have ever attended and the discoveries are profound. It is an opportunity to dig deep and to discover hidden depths. It is also an opportunity to transform, or at least dramatically develop from the inside out in a way that lasts a lifetime."

- R. Flint, IUCN

"This program is a crash course in public speaking for the highly motivated."

- Stuart, Oil and Gas CEO

"This program is something completely different from any other training in public speaking. It is not only about learning techniques, it is about being totally hands-on, practicing all the time and having the courage to experiment and grow."

- Dr. A. Cotroneo, ICRC

"Working with Dr. Penn on my recent high-stakes presentation was intense, fun and one of the most valuable experiences in my professional life."

- Dr. T. Kolben, Roche

"I had been looking for inspiration to get my public speaking skills to the next level. This Master Class gets you up to speed in no time, gently pushing you out of your comfort zone and letting you experience breakthroughs before you know it. Fun, energizing and profound!"

- Dr. B. Palazzo, Business Ethics Advisor

"After a day of this Master Class, I feel empowered and equipped with the right tools to present the best version of myself in my next speech and beyond."

- Dr. J. Binder, EPFL

"Our mission is to empower global leaders to connect with their audiences, and help to make the world a better place one speech at a time"

TRAINING SOLUTIONS

Leadership Speaking Core (LSC)

Our signature program is one week of intensive, transformational learning in public speaking for leaders who have experience speaking, but who know with their deepest instincts that they are capable of so much more.

This high-touch training, with no more than six people per cohort, supports those who want a learning experience that goes much deeper than the average 1-2 day training program in public speaking. Through LSC, you will develop a bespoke repertory of speaking skills which will transform you into a speaker who is fluent in the language of "leadership speaking". Empowered with a complete speaking toolbox, you will enjoy speaking in front of audiences and show up as the best version of yourself every time you speak.

Not for the faint-hearted or for those who want a quick-fix for their public speaking needs, it is designed for those who are ready to roll up their shirt-sleeves and do real work related to vastly improving themselves as speakers.

We are looking for leaders who are hungry for the game-changing skills that they will learn through the program and who don't have to be convinced that they need this training, but who know on a cellular level that this is right for them.

www.theleadershipspeakingsschool.com



**"We teach you the complete speaking toolbox
and empower you to show up as the best
version of yourself every time you speak"**



TRAINING SOLUTIONS (continued)

VIP Intensive Training

An exclusive one-stop-opportunity to work one-on-one with Dr. Laura Penn who specializes in supporting those who have a hunger and a drive to do real work related to improving themselves as speakers. Your commitment and desire for this transformative training are a requirement for admission. In the span of 1-2 days, you will*:

1. Experience a high-touch and deeply immersive training session, which will transform how you speak in public
2. Receive professional feedback about what your speaking strengths and development needs are
3. Create a toolkit of bespoke public speaking skills and techniques, which reflect your specific speaking needs
4. Emerge with a roadmap for how to elevate your speaking skills to the highest level

* The agenda for the training days will be set based on your specific needs.

Master Class in Leadership Speaking

Ideal for those looking to accelerate career success or up-skill in how they speak in front of audiences, this deep-diving and game-changing Master Class initiates participants into the wide and wonderful world of leadership speaking. Each session is carefully customized to suit the specific needs of the group. Hands-on, intensely interactive and full of fun and personal transformations, this Master Class gives participants the motivation and the essential tools they need to take their leadership and their speaking skills to the next level.

A graphic of a lightning bolt striking down from a dark blue sky, with a red diagonal line separating the top image from the white text area below.

Are you ready to transform and vastly
improve yourself as a speaker?

CONTACT

Email:

Info@theleadershipspeakingschool.com

Website:

www.theleadershipspeakingschool.com

Address:

Gland, Switzerland