

## ADVANCED SPEAKERS ACADEMY CURRICULUM FIRST DRAFT

PLEASE NOTE:

- 1) This is only a draft and subject to change. **All meetings and trainings will be confirmed 3 months in advance when the venue confirms with me.** However I will do everything in my power to stick to the schedule once it has been presented to and approved by the group in December 2019.
- 2) Monthly accountability / focus calls will be scheduled once the group is assembled and can weigh in on what days / times work best for them.
- 3) It is expected that the occasional flu or travel plans will create schedule conflicts during the course of the year. There is no guarantee that I can give you the same experience as anything you miss, but I will do everything in my power to ensure that all content is available to make up in some fashion. The more interactive the content, the more difficult this will be, but we should be able to make most things work, within reason.
- 4) As a rule, the Weekend Modules will be the most difficult to “catch up” if missed, please prioritize these unless you are uninterested in the content assigned to that weekend.
- 5) The evening content will be easier to catch up and shift around if you have to miss a session or two.
- 6) I appreciate how difficult transportation can be so anything that can be held online will be held online to allow participants to prioritize being present in person when it's most important.
- 7) If you already know of travel plans that conflict with any of the below, please let me know as soon as possible and I will do my best to make alternate arrangements.

The Advanced Academy comes with a 100% money back guarantee, conditional upon the participant attending all of the sessions, doing the recommended home practice etc.

December 2019 - Unconfirmed Excitement Celebration (options 13, 14, 15, 20, 21, 22 December) an opportunity to get to know each other, set goals and intentions for the new year! Confirmation of 2020 schedule and accountability calls times.

### 2020 Curriculum Plan:

Online courses to be taken at your discretion: *Unleash Your Voice*, *Camera Confidence* and *Prep for Success*. Opportunities to partake in live versions of these courses will be available during the Academy, but participation in the live group is not required if you'd prefer to work on it at your own pace.

### January (dates already confirmed)

- Evening: Thu 16<sup>th</sup> – Unleash Your Voice review (live, important)
- **Weekend: 18 & 19 – Ignite Your Confidence review** (live, very important, difficult to catch up)
- Evening: Tue 21<sup>st</sup> – Strategy and Goal setting (TBA live or online, important but easy to catch up)

## February

- **Weekend: 1 & 2 Physical Speaking Mastery** - physical practice, personal habits, storytelling (live, very important, difficult to catch up)
- Tuesday evenings: 4, 18 – voice body instrument tuning level one (live, important, but repetitive, easy to catch up one missed session)
- *Camera Confidence Online Course runs 3 Feb to 7 April for those who haven't done it yet or would like to review it (optional)*

## March

- **Weekend: 14 & 15 Strategy on speaking options** – an exploration of each type of professional speech and how they might work for you, choose 2 projects (live, very important, video will be available, but cannot recreate interactive portions)
- Tuesday evenings: 3, 10, 17 – voice body instrument tuning level two (live, important but repetitive, easy to catch up one missed session)
- Bonus Evening Tue 31 March – technical challenges: mics, lights and visuals (live, very important, easy to catch up)

## April

- **Weekend: 25 & 26 Embodiment and Emotions** - body work, emotionality, focus and flexibility (live, very important, difficult to catch up)
- *Tuesday evenings 7, 14 and 21 are unassigned, if we do have evening sessions this month they will be optional.*

During this month you will be expected to begin creating your first project. All participants are welcome to participate in the *Prep for Success Talk Creation online course that will run 13 April - 10 May*, but you can also work through the online course on your own without attending the weekly calls.

## May

- Tuesday evenings: 5, 12, 19 – Project One (live, very important, individual work so easy enough to catch up one missed session, more than one might be challenging)
- **Weekend: 30 & 31** Industry experts on personal style and branding and effective networking (live, important, video will be available, but cannot recreate interactive portions)

## June

- Tuesday evenings: 2, 9, 16 – content marketing strategy - How will you reach your audience? (live or online, guest expert, should be easy enough to catch up one missed session, more than one might be challenging)
- **Weekend: 20 & 21** Spontaneous Speaking, deeper personal and business exploration, troubleshooting individual needs or going deeper into content that has not yet been explored enough (live, important, possible to catch up individual portions)

## July

- Tuesday evenings: 7, 14, 21 – Project Two (live, very important, individual work so easy enough to catch up one missed session, more than one might be challenging)
- **Fri, Sat, Sun: 24 – 26 Vibrant Video Workshop**, being on tv, conducting interviews, creating your own videos, social media, sales and course content. How to plan, rehearse and film. Sunday will be spent filming on location. (live, very important, very difficult to catch up, but some flexibility of daily schedule)

## August

- Tuesday evenings 4th – online course creation (TBA live or online, optional and easy to catch up)
- **Weekend: 8 & 9 Marketing:** social media and speaking strategy (TBA live or online, very important, possible to catch up, but maybe not the interactive portions)

Between 10 August and 10 September I will be overseas and have limited access to the internet. However, I will be running a social media challenge or two during that time should you choose to participate and you will have some personal research and planning to do based on your marketing plan.

## September

- Tuesday evening: 16, 29 – strategy review, watch-back party, set-up, strategy and scheduling for individual industry mentorship (live, very important, easy to catch up)
- Weekend: 26 & 27 unannounced: either individual troubleshooting, additional content as requested or guest speaker (TBA)

## October

- **Tuesday evenings: 6, 13, 20 – level up speaking mastery** – polishing projects and re-inforcing habits (live, very important, individual work so easy enough to catch up if a session is missed)
- Weekend: 31 Oct, 1 Nov unannounced: most likely improv, bouffon, extra marketing, mindset or other industry experts as needed (TBA)

## November

- **Tuesday evenings: 3, 10, 17 - sizzle reel planning and rehearsal (live, very important, individual work so easy to catch up one session but more may be difficult)**
- **Weekend: 22 & 23 - personal coaching sessions** (live, very important, individual work so easy enough to catch up if a session is missed)

## December

Tue 1 December – sizzle reel dress rehearsal if necessary

**Sizzle reels will be recorded in the first week of December and delivered by 18 December**

*Tuesday evenings 8 and 15 in reserve in case any additional training is required*

**Saturday 19 December sizzle reel watch party and graduation**