

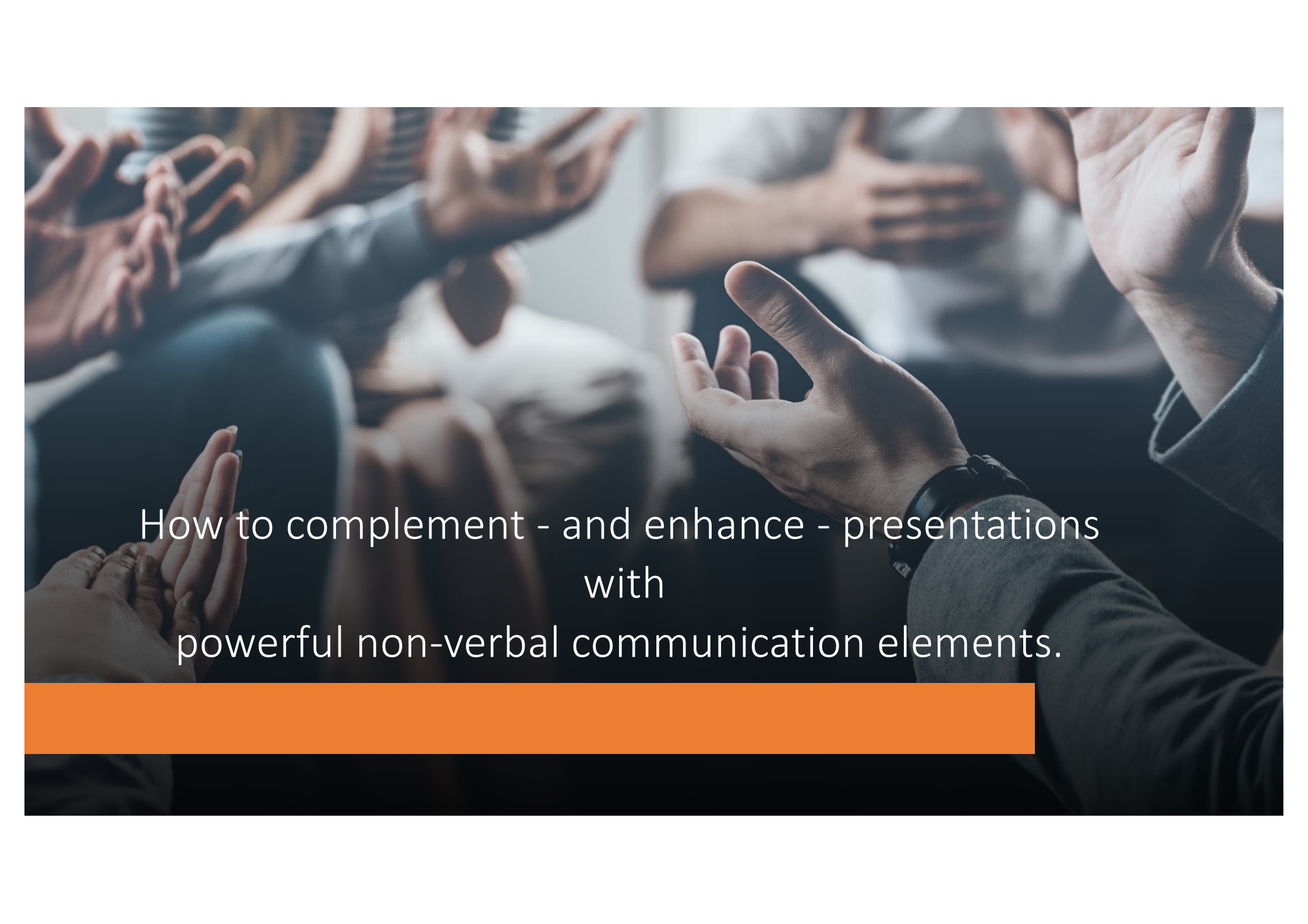


Non-verbal Communication Session

Scaling the innovation Vision - INVENTHEI

FEUP WP3

20/05/2022

A photograph showing a group of people clapping their hands. The focus is on the hands in the foreground, which are slightly out of focus, while the hands in the background are more in focus. The lighting is soft and natural, suggesting an indoor setting. The overall mood is positive and celebratory.

How to complement - and enhance - presentations
with
powerful non-verbal communication elements.

Along the way:

- Tips to confidently open, objectify and close an oral speech
- examples of rhetorical resources (logical understanding and an emotional connection)
- tools for dealing with fear of public speaking.



Trainer: Catarina Passos

- Member of the **Oporto Toastmasters Club**, an affiliate of the American leadership and communication organization, Toastmasters International, whose motto is "where leaders are made". **She coordinated a Toastmasters Speechcraft programme** at UPTEC in 2018.
- Master's degree in American Cultural Mediation (U. East Anglia) and is a doctoral researcher in European Cultural Mediation (U. Sussex). In Portugal, she has been a **teacher of Communication Science**, at U. Fernando Pessoa and at U. Lusófona, as well as a trainer of Public Communication at the U. Porto (running now her 6th ed. at the Faculty of Letters).
- Recently started her own business as **public speaking coach for companies and individuals who are looking to improve their strategic professional positioning**.

Do you tend to give more attention to:

A) verbal

or

B) non-verbal communication

?

Professor Mehrabian's 93% study

Voice takes up about **38%**,
and
55% comprises body language.

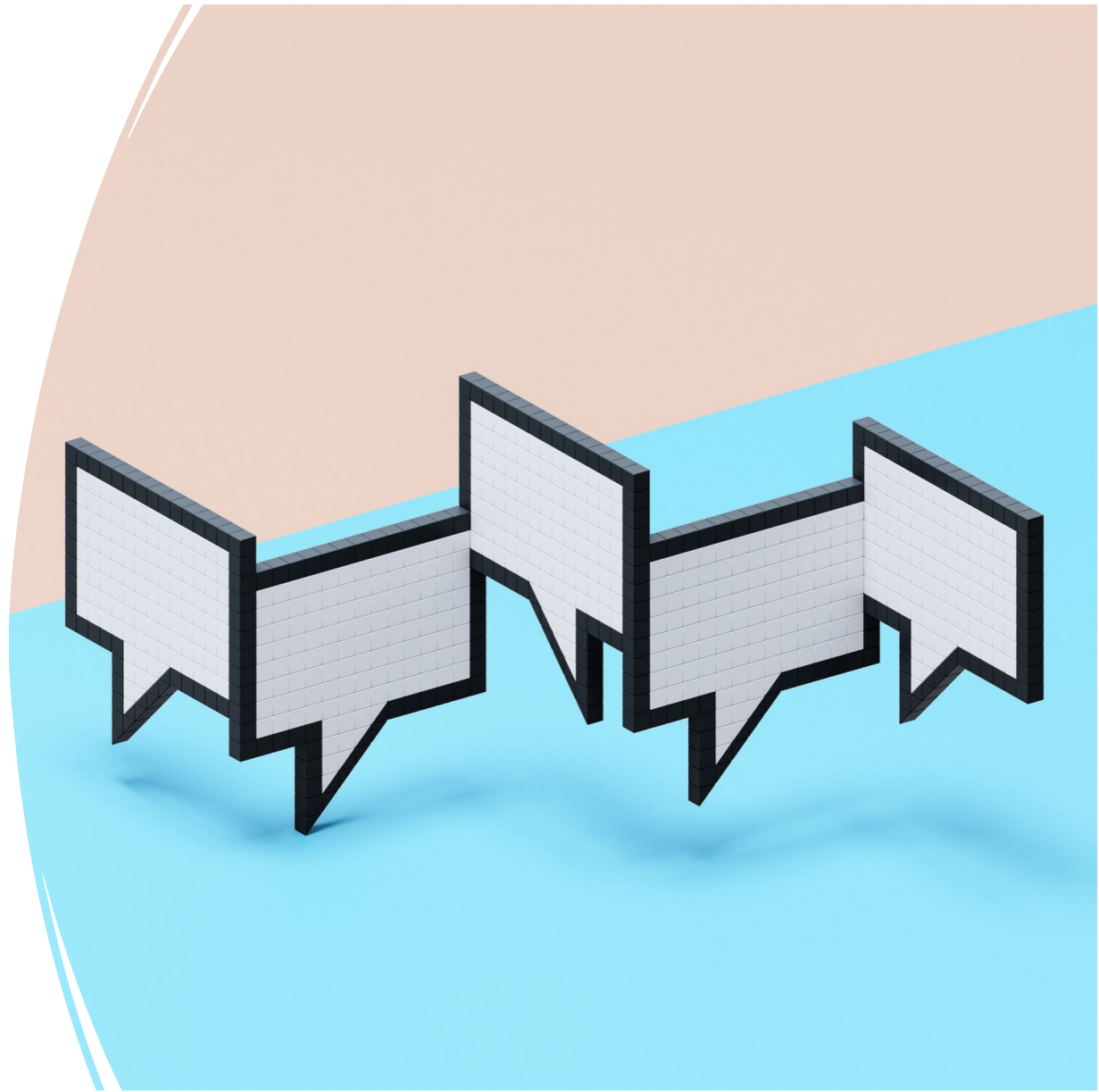
Thus,
it leaves only **7%** to the words
actually being spoken!

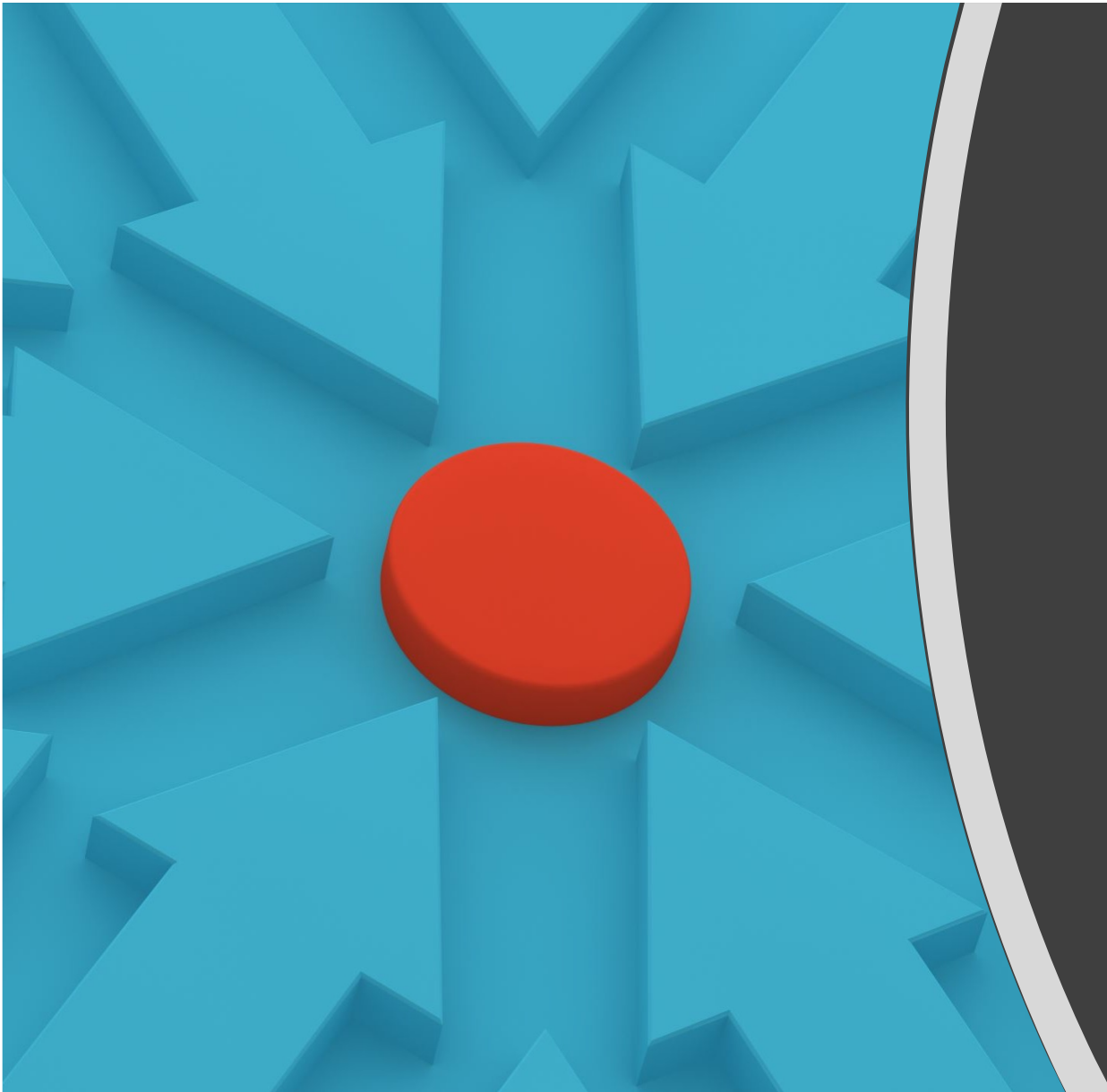




Parts of presentations

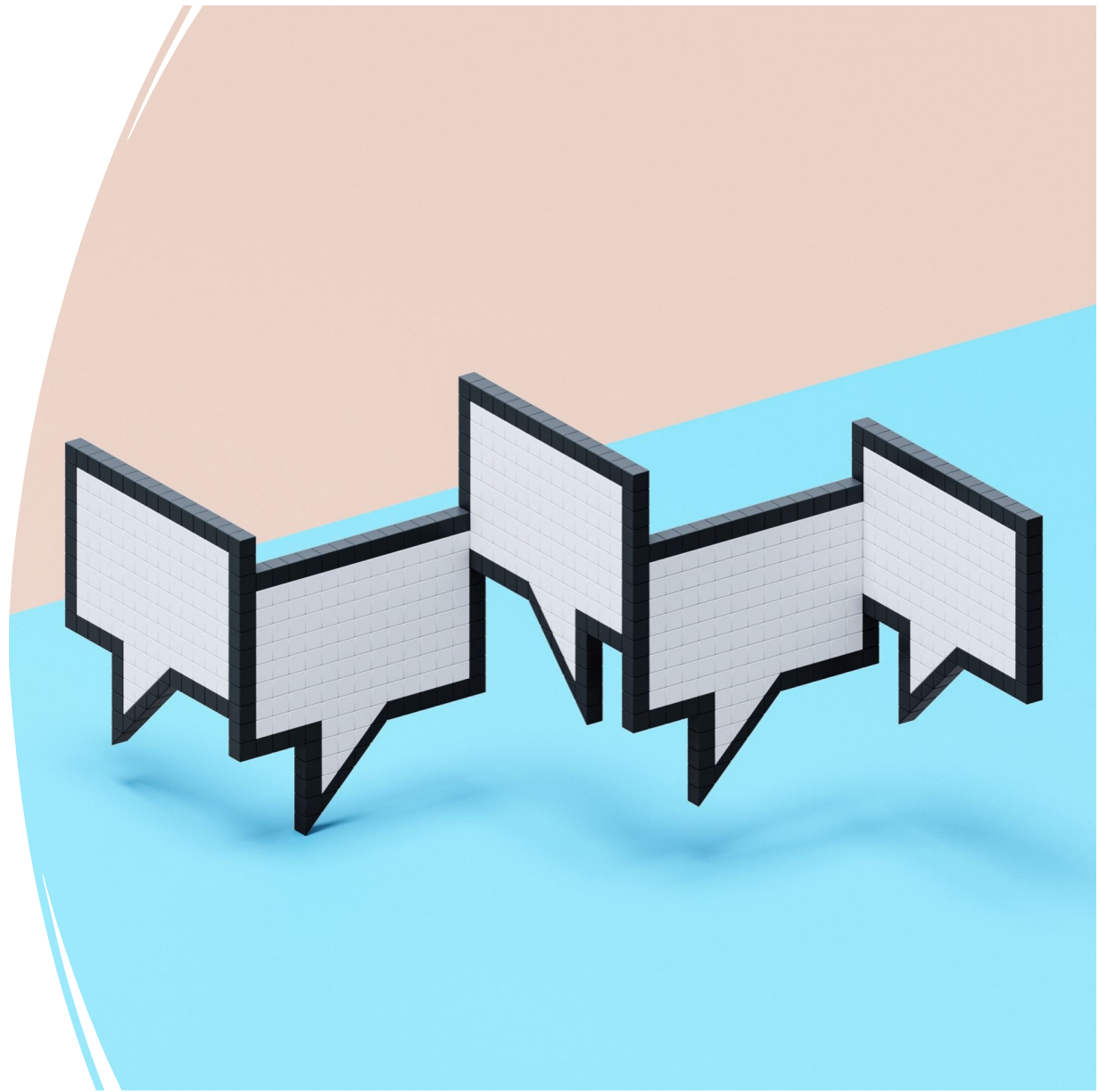
-
1. Opening
 2. Intro
 3. Development
 4. Conclusion
 5. Closing





Types of speech & Structure of objetification

-
1. Informative?
 2. Entertaining?
 3. Persuasive?
 4. Inspirational?



MULTIPLE CHOICE:

A ☐

B ☐

C ☐

D ☐

ALL THE ABOVE

☒



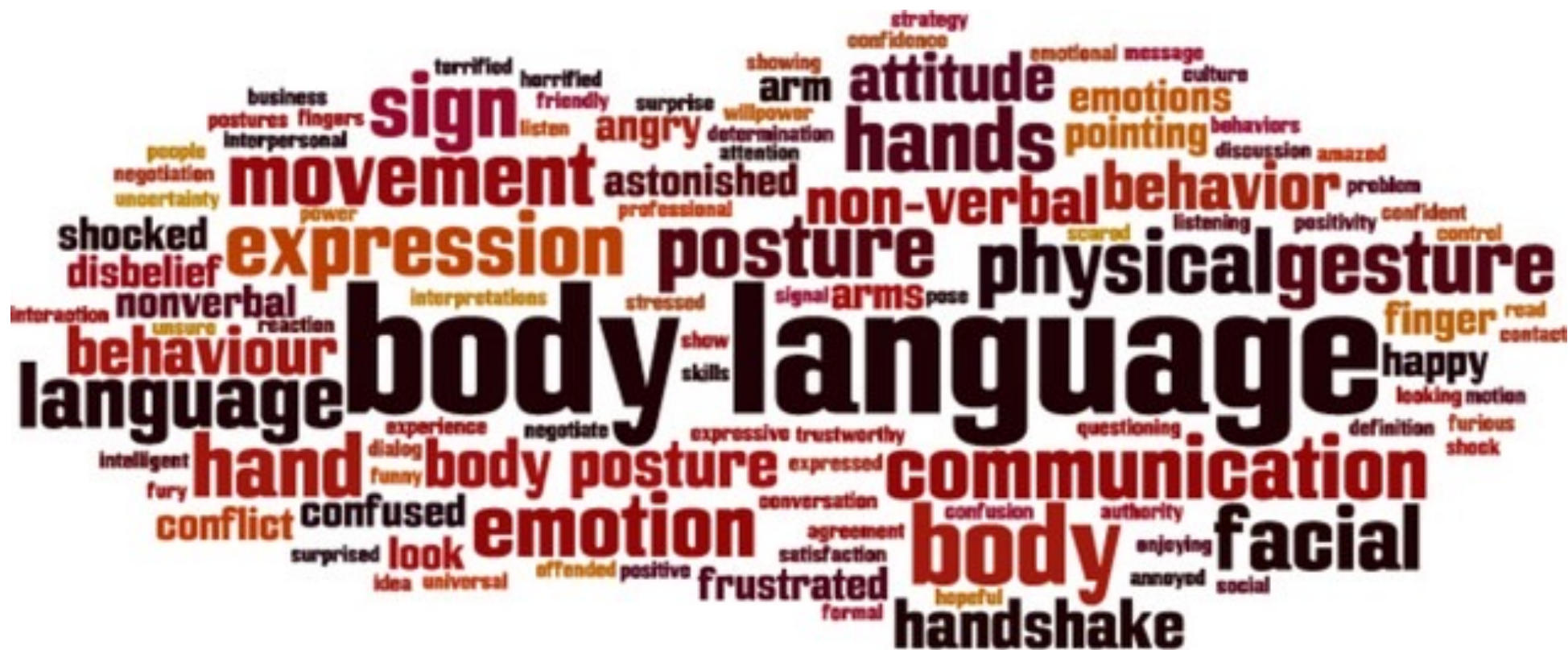


Non-verbal
Communication: **Dos**



Illustrate

Emphasize



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5 strategies
for
illustrating
and
emphasizing


1. Posture

2. Gestures

3. Eye contact

4. Facial expression

5. Stage movement



practice...
practice...
practice...

NEXT STEPS...



1 june, 16h-16h30 (online):
Tutorial



3 june, 14h30-16h (presence):
Pitches presentations
& personalised feedback



13 june, 16h-16h30 (online):
Final rehearsal