



# PUBLIC SPEAKING PROGRAM

## RUNNYMEDE COLLEGE

### INTRODUCTION

Whether you're interested in a career in law, business, science or art, public speaking skills are vital to your success. In the age of AI, the ability to communicate effectively, in person, will become the differentiating factor in your career.

This is a summary of a two-week public speaking workshop offered to students entering years 10 to 13. It is part of the Runnymede summer school program that also includes sports and AI sessions.

The emphasis of the course is the practical application of public speaking techniques, including speeches, presentations, interviews, negotiations and teamwork. The program is dynamic, interactive and a lot of fun! It is designed to give the participants both the skills and the self-confidence to take the next big step in their lives.



The program is scheduled for the weeks starting June 29th and July 6<sup>th</sup> 2026.

### COURSE TITLE

*How to communicate orally with confidence and impact any public situation*

### COURSE OUTLINE

The course will be delivered over two weeks, split into ten sessions of two hours each.

**WEEK 1:** An introduction to the key concepts of effective public communication

DAY 1: Say hello to Aristotle. Learn how to communicate with your mind, body and soul.

DAY 2: Create and structure your arguments. Brainstorm ideas and then place them in a logical order to catch and maintain the attention of your audience.

DAY 3: Maximise the potential of your extraordinary memory. Learn tricks and techniques so that you never forget your lines.



DAY 4: Deliver with confidence. Calm your nerves with physical and psychological exercises so that your voice, intonation and body language work for you, not against you.

DAY 5: Put it all together. Let's use what we have learned so far in a series of games, quizzes, competitions. There will be prizes and awards to be won!

**WEEK 2:** Applying the public speaking concepts to your everyday life

DAY 6: Nail that PowerPoint presentation. Take the learning points from the first week and deliver a simple but stunning slideshow.

DAY 7: Smash that interview. Whether it's for a university, a company or a friend's podcast, know how to sell yourself effectively.

DAY 8: Negotiate the best deal for yourself. How are you going to convince another person to give you exactly what you want? We'll show you.

DAY 9: Work well within a team. How will you and your colleagues reach a unanimous decision when faced with a dilemma? Imagine your life depends on it!

DAY 10: Put it all together. Let's review what we have learned over the two weeks in a series of games, quizzes and competitions. There will be prizes and awards to be won!

## INSTRUCTOR

Sam Gratton is an expert in business communication skills. After completing his MBA at IESE Business School, he worked as an Executive Director at JPMorgan, Goldman Sachs and Banco Santander in London where he oversaw the UK credit sales teams.

He moved to Spain with his family ten years ago to launch his own consulting company. He currently advises CEOs and senior directors of multinational companies on all aspects of business communication. He also runs workshops throughout Europe focused on public speaking, personal branding and team building. He is a guest lecturer in Leadership Communication at IESE Business School.



Sam loves filmmaking and has written, produced and directed a number of short films that have been screened at festivals around the world. He currently produces weekly LinkedIn videos on Business Communication Skills directed at non-native English-speaking professionals. He has more than 120,000 followers and his videos have been viewed over 10 million times.



## SAM'S CLIENTS INCLUDE



## REFERENCES

*"Sam did a fantastic job as Master of Ceremonies and Keynote Speaker at the 4th edition of the British Embassy's UK-Spain Business Awards. Cool and calm on the night, he took extremely last-minute changes firmly in his stride. Our 100 guests enjoyed the fun element Sam brought to his keynote speech on how important communication is in international business."*

Justine Winterburn, British Embassy, Madrid

*"It was a complete and inspirational training, based on clear messages and practical approach. Thanks for the opportunity!"*

Ricardo Malheiro, CEO thyssenkrupp Portugal

*"Sam's session was the highlight of the day, as per commented by numerous participants. Not only was it highly insightful and helpful, but also really entertaining. Furthermore, it was greatly tailored to the audience and company's particularities." Sam received an average feedback score of 4.8 out of 5 from the 70 attendees at this conference.*

Clara Purroy, Key Account Manager, Amazon Iberia

*"100% positive! It perfectly combines theory and practice in a very balanced way. Interesting, well dynamized and conducted, it kept the attention during the whole session"*

Maria Rui Paiva, HR & Talent Development Manager