



Presented by:



Sponsored by:



OCTOBER 18
6:30PM - 9:00PM

TANGERINE DOWNTOWN CAFE
221 YONGE ST.

PERSONAL PRESENTATION FOR SUCCESS

**PUBLIC SPEAKING SKILLS
WORKSHOP**

| | |
|--|----|
| About Young Women in Business (YWIB) | 2 |
| Today's Workshop | 3 |
| Women in Business | 5 |
| Resources for Public Speaking | 6 |
| Storytelling Techniques | 6 |
| Storytelling Tools | 7 |
| Public Speaking Practice | 8 |
| Learn from the Experts | 8 |
| Getting out of your Comfort Zone | 9 |
| Writing Workshops | 9 |
| Business Resources for Women Entrepreneurs | 10 |
| Other Support for Entrepreneurs | 11 |
| About Our Sponsors | 11 |

About Young Women in Business (YWiB)



In 2008, a few students at the University of British Columbia's Sauder School of Business noticed a gap in the events they were frequenting. Not enough women were featured as speakers and there was nothing addressing the unique needs and interests of young women in the workplace. To address this gap, they created YWiB. The **Toronto chapter was started in 2016** to continue their mission.

Young Women in Business (YWiB) is a non-profit volunteer-run, volunteer-led organization. We are an **inclusive and diverse** community for emerging female leaders and young professionals. Whether you're an entrepreneur, a career woman, a student, or a parent, we craft programs and events to help you develop personal and business skills, overcome barriers, and be successful – **on your own terms.**



We understand that accessibility of a supportive network of peers is a crucial component in career development and aim to foster a collaborative environment that makes you feel welcomed.



We partner with business leaders, entrepreneurs, and leading organizations from different fields to **promote opportunities for women** within a supportive community. We open the door to opportunity through access to events, programs, and an engaged network of ambitious individuals, encouraging our community to take on new challenges, and develop skills.

[Join our private Facebook Group](#)

Join our newsletter at www.YWiB.ca/toronto to be the first to know about our initiatives, and to receive exclusive discounts and resources.

Contact: toronto@ywib.ca

Today's Workshop

The fear of public speaking - or Glossophobia - is pervasive through society¹ with studies showing that it's one of the top five fears among North Americans² and others claiming it's deeply ingrained through evolution³. Since fear of public speaking and presentation skills can seriously limit a person's career and professional prospects, our workshop aims to provide attendees with practical and applicable skills to address this obstacle.

Our Facilitators

If the message of one or both of our facilitators resonated with you and you'd like to continue the conversation, please contact them at:

Jerako Wendt

Storyteller, Keynote Speaker

Mediator

Founder & Co-Chair

Call: 416.531.6351

Text: 416.844.4393

Email: jerakowendt@gmail.com

Roxana Radulescu

Personal Skills Coach

Certified HR and Learning professional, Certified Master Coach, TEDx speaker

www.personalskillscoach.com

<https://www.facebook.com/personalskillscoach/>

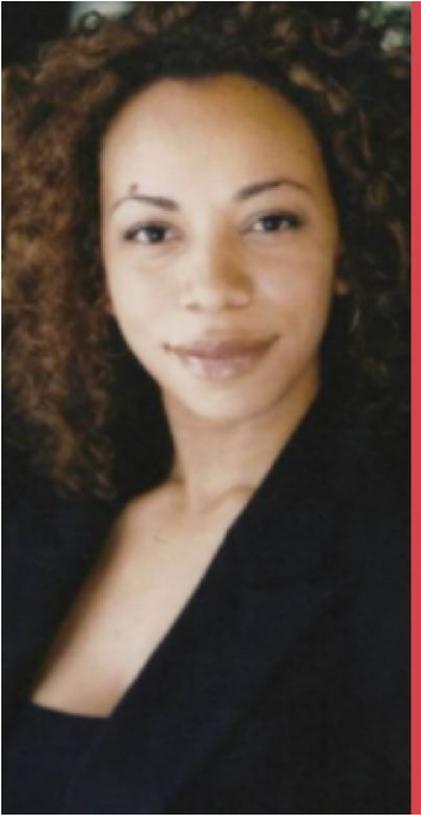
E: all@personalskillscoach.com

C: +1 647 568 1596

¹ <https://www.psychologytoday.com/ca/blog/the-real-story-risk/201211/the-thing-we-fear-more-death>

² <https://blogs.chapman.edu/press-room/2014/10/20/what-americans-fear-most-new-poll-from-chapman-university/>

³ <https://www.quantifiedcommunications.com/blog/why-do-we-fear-public-speaking/>



JERAKO WENDT

STORYTELLING WORKSHOP

Jerako Wendt is a sought-after storyteller, award winning distinguished Toastmaster, community leader, and humanitarian. After obtaining her B.A. Honors in English, she pursued a career as an actor; only to return to school to become a producer, paralegal, and mediator amongst other things. She leverages her storytelling powers in various arenas: creating films; writing books; mediating human rights disputes; facilitating workshops, and delivering inspiring and informative speeches across North and South America. Jerako is also the founder and co-chair of Building Beyond Borders, a not-for-profit organization that helps rebuild schools in the Caribbean and South America. She's currently pursuing a law degree, completing her Masters in English Literature, writing her second book, and preparing to launch her vlog on December 3rd, 2018.



ROXANA RADULESCU

ALL PERSONAL

Roxana Radulescu is the Founder of All Personal, a bespoke training and coaching agency. She helps individuals (re)discover and work-out their personal skills 'muscles', so they increase their self-awareness and improve their confidence, impact, relationships, and ultimately, quality of life. She trains and coaches executives, business owners and professionals on practical techniques that they can easily apply in any area of their life, with a strong focus on communication (verbal and non-verbal), change, feedback, presenting & speaking, team & self management, teamwork, leadership, coaching & mentoring.

Women in Business

Women's positive contribution to the Canadian economy — as entrepreneurs, business owners or employees — is well documented. Women in leadership positions can create positive change and improve business results⁴, including a "higher financial performance for companies with higher representation of women board directors"⁵. "Women led businesses contribute an estimated \$148 billion to the Canadian economy and employ over 1.5 million Canadians⁶. Yet, their inclusion in positions of leadership has not seen a similar growth. Women hold only 10% to 15.9% of total board seats in Canada.⁵ As of 2011, only 15.6% of small and medium sized businesses were majority-owned by women⁷. This is troubling because a 2015 KPMG study of women in leadership⁸ found that:

- 82% of professional working women believe access to, and networking with, female leaders will help them advance in their career, regardless of their professional level
- 86% of women report when they see more women in leadership, they are encouraged to believe they can get there themselves
- 88% of women are encouraged by the women they see in leadership roles today
- 56% of women feel that "as a woman" they are more cautious about taking steps toward leadership roles
- 59% of women sometimes find it difficult to see themselves as a leader⁹

To help turn the tide, it is important to equip women with the tools and strategies to help them succeed through empowerment, mentorship, training, and access to role models. Doing so will improve and further their lives and careers, and help receive them and seek the recognition they deserve.

⁴ <http://www.women.gov.on.ca/owd/english/leadership/women-on-boards.shtml>

⁵ <http://www.catalyst.org/media/companies-more-women-board-directors-experience-higher-financial-performance-according-latest>

⁶ <https://womensleadership.kpmg.us/content/dam/kpmg-womens-leadership-golf/womensleadershippressrelease/FINAL%20Womens%20Leadership%20v19.pdf>

⁷ <https://www.prnewswire.com/news-releases/canadian-business-women--a-growing-economic-force-271075171.html>

⁸ <http://www.swc-cfc.gc.ca/initiatives/wldp/wb-ca/wob-fca-en.html>

⁹ <http://www.women.gov.on.ca/owd/english/leadership/women-on-boards.shtml>

Resources for Public Speaking

Storytelling Techniques

- **General Guidelines:** This article provides a great summary of several tips and techniques to help you become a better public speaker, including those Jerako and Roxana will teach you:
<https://www.scienceofpeople.com/public-speaking-tips/>
- **Anchoring:** Jerako will go over this technique in today's workshop. Check out more examples here:
<https://thinkgrowth.org/anchoring-a-simple-storytelling-trick-to-make-data-approachable-and-memorable-988919384158>
- **Breathe:** You think you have this breathing thing figured out, eh? Not so fast. There are lots to learn. Check out Roxana's lessons here:
<http://www.personalskillscoach.com/courses/breathe/lessons/video-breathing-exercises-2/>
- **Body Language:** This TED talk by Amy Cuddy is a very popular one (and also controversial) on the power of our body language over our mindset (and vice-versa):
<http://www.personalskillscoach.com/courses/present/lessons/present-video-resources/>
- **Speaking Exercises:** Roxana demonstrates a couple of speaking exercises to get you ready for your next meeting or interview:
<http://www.personalskillscoach.com/courses/speak/lessons/speak-video-exercises/>
- **Positive Self-talk:** Roxana will talk about the importance of attitude and believing in yourself to present yourself confidently. If you want to dig deeper as to why, check out this article:
<https://www.npr.org/sections/health-shots/2014/10/07/353292408/why-saying-is-believing-the-science-of-self-talk>
- **Illusion of Transparency:** This is a common cognitive bias that affects us during public speaking. Learn about this and how to fight it: <http://sixminutes.dlugan.com/illusion-of-transparency/>
- **Spotlight Effect:** This is another pervasive way of thinking during public speaking that can stop even the most seasoned speaker in their tracks. Check out what it is and how to overcome it:
<http://sixminutes.dlugan.com/illusion-of-transparency/>

- **Intentional Mindset:** Roxana will discuss how changing one's mindset can help with public speaking. Learn more as to why here:
<https://intentionalinsights.org/autopilot-vs-intentional-system-the-rider-and-the-elephant/>

Storytelling Tools

- **Know your Audience:** Before you start telling your story, you should craft a compelling story that resonates with your audience. Check out this article to take the first step: help you think through the needs of your audience: <https://www.duarte.com/presenting-skills-know-your-presentation-audience/>
- **Icebreakers:** Get your audience ready for your message with icebreakers. Why? Being relaxed means they'll be refreshed enough to focus on your story. This article has some great icebreakers: <https://fairygodboss.com/articles/ice-breakers-to-kick-off-a-meeting> and this one has great games to get your audience relaxed:
<https://organizingforpower.files.wordpress.com/2009/03/games-theater-of-oppressed.pdf>
- **Storytelling Devices:** Take a look at these four storytelling devices to help you craft the perfect presentation: <https://www.visioncritical.com/storytelling-devices/>. If you're *really, really* into storytelling devices, check out this extensive list:
http://changingminds.org/disciplines/storytelling/devices/devices_all.htm
- **Storytelling for Business:** Here are a couple of good articles about business storytelling with practical descriptions:
 - <https://www.wordstream.com/blog/ws/2014/12/05/business-storytelling>
 - <https://www.dummies.com/careers/business-communication/11-story-structures-for-business-storytelling/>
 - <https://www.enchantingmarketing.com/inspirational-business-storytelling/>
- **General tips:** These tips apply to all types of speeches and are surprisingly simple:
<http://sixminutes.dlugan.com/memorable-speech/>
- **The Rhetorical Triangle:** This device helps you turn your thoughts and ideas into a credible and persuasive message: https://www.lsu.edu/hss/english/files/university_writing_files/item35402.pdf

Public Speaking Practice

- **Toastmasters:** With over 16,000 locations in 143 countries around the world, Toastmasters is a world leader in the development of public speaking skills. Find a Toastmasters club close to you at <http://toastmasters.org/>
- **Speaker Slam:** Whether you want to be inspired or challenged, Speaker Slam is Canada's Premier Inspirational Speaking Contest worth taking a look! <http://www.speakerslam.ca/>
- **Momondays:** What is better than practicing your speech in front of a crowd of friendly faces while holding a drink and having some snacks? Momondays says not much. Go and check them out at their monthly meetups: <https://www.momondays.com/>
- **Meetup:** An old standby for getting together, meetup also holds plenty of public speaking gatherings and clubs around the GTA. Just do a search and you will find plenty every day!
<https://www.meetup.com/>
- **Networking Events:** Yes, you can practice your public speaking skills then. You'll have the chance to deliver your elevator speech over and over again. If you attend one of our networking events, you'll even get the chance to tell your elevator speech to the whole audience. Isn't that great? Here are some resources to help you write the speech - practice makes permanent!
 - <https://strategypeak.com/elevator-pitch-examples/>
 - <https://www.mindtools.com/pages/article/elevator-pitch.htm>
 - <https://www.thebalancecareers.com/elevator-speech-examples-and-writing-tips-2061976>
 - <http://www.myspeechclass.com/elevator-speech.html>

Learn from the Experts

Get fired up for your speech by watching the greatest storytellers and public speaking pros at work:

- https://www.ted.com/playlists/192/10_talks_by_women_that_everyon
- <https://www.inc.com/jeff-haden/16-ways-to-dramatically-improve-your-presentation-skills-from-16-powerful-ted-ta.html>
- <https://engageme.online/ted-talks-inspire-woman/>

Get inspired by reading some notable speeches:

- <https://www.americanrhetoric.com/speechbank.htm>
- <https://blog.hubspot.com/marketing/inspiring-graduation-speeches-business-lessons>
- <https://www.fearlessmotivation.com/2015/05/25/les-brown-quotes/>

Getting out of your Comfort Zone

Improv classes or workshops are a great way to develop your presentation skills and learn how to manage your anxiety during that stressful presentation. Here are a couple of places in Toronto where you can take classes in a relaxed and positive environment:

- **Annex Improv:** <http://www.anneximprov.com/>
- **Bad Dog Theatre:** <https://baddogtheatre.com/drop-in-classes/>
- **Comedy Bar:** <https://comedybar.ca/classes-improv.php>
- **Second City:**
<https://trainingcentre.secondcity.com/s/sc-class-category/a2g1H000000YGZxQAO/improv-dropins>
- **The Social Capital:** <http://socap.ca/improv-classes/dropin/>

Writing Workshops

- **A Different Booklist:** An independent, multicultural bookstore in the Bathurst and Bloor area. You can find plenty of books and storytelling resources to ignite your speeches. Check them out at adifferentbooklist.com and sign up for their writing workshops at info@adifferentbooklist.com
- **Second City:** Master the skills of writing sketch comedy in this writing program designed for writers and actors of all experience levels. Learn basic scene structure, character development, establish action, and learn the styles and genres of comedy. Register at <https://trainingcentre.secondcity.com/s/sc-class-category/a2g1H000000Xw0cQAC/writing>
- **Equity Showcase:** One of Canada's oldest not-for-profit charitable organizations, their acting & writing classes can help you become the storyteller you always dreamed of becoming. Check them out at: <http://www.equityshowcase.ca/>

Public Speaking and Storytelling Classes

Yes, formal coursework is a thing. Check out these free and low cost courses that you can take from the comfort of your home:

- **Business Communication** by the Rochester Institute of Technology:
<https://www.edx.org/course/business-communication-ritx-skills101x-2>
- **Dynamic Public Speaking Specialization** by the University of Washington:
<https://www.coursera.org/specializations/public-speaking>
- **Fundamentals of Public Speaking** by University of Houston:
<https://freevideolectures.com/course/2593/fundamental-of-public-speaking>
- **Introduction to Public Speaking** by the University of Washington:
<https://www.coursera.org/learn/public-speaking>
- **Leadership Communication for Maximum Impact: Storytelling** by Northwestern University:
<https://www.coursera.org/learn/leadership-storytelling>
- **Presentation skills: Speechwriting and Storytelling** by the National Research Tomsk State University: <https://www.coursera.org/learn/speechwriting>
- **Public Speaking** by the Rochester Institute of Technology:
<https://www.edx.org/course/public-speaking-ritx-skills105x>
- **Storytelling in the Workplace** by the Rochester Institute of Technology:
<https://www.edx.org/course/storytelling-workplace-ritx-skills104x-1>
- **Talk the Talk: How to Give a Great Presentation** by FutureLearn:
<https://www.futurelearn.com/courses/talk-the-talk>
- **TED Style Speaking Master Class - Part 1** by Ginger Public Speaking:
<https://www.gingerpublicspeaking.com/resource/free-ted-speaker-master-class-video-1>
- **The Public Speaking Project:** Not a class but lots of educational sources for public speaking:
<http://www.publicspeakingproject.org/psvirtualtext.html>

Business Resources for Women Entrepreneurs

Recently announced in this year's federal budget, the federal government has planned a Women's Entrepreneurship Strategy which includes a pillar on Helping Women-Led Business Grow. The following link leads to a pdf version of the budget; details of the strategy begin on page 110:

<https://www.budget.gc.ca/2018/docs/plan/budget-2018-en.pdf>

See more details here: <https://www.canada.ca/en/services/business.html> and here:

<https://www.budget.gc.ca/2018/docs/plan/chap-02-en.html#Expanding-Access-to-Entrepreneurship-in-Canada>

Also, Canada Business Ontario (CBO) is a free government information service for entrepreneurs. There are several resources available on both the Canada Business Ontario and Canada.ca/business websites:

- [Technology and Innovation: Financial Support](#)
- [Technology and Innovation: Non-Financial Support](#)
- [Women in Business Guide](#)
- [Innovation Portal](#) (government financing for businesses)

Other Support for Entrepreneurs

- [York Entrepreneurship Development Institute](#)
 - [Ryerson DMZ](#)
 - [MaRS Discovery District](#)
 - [Concierge Service](#)
 - [Futurpreneur](#)
 - [The Forum for Women Entrepreneurs](#)
-

About Our Sponsors



Tangerine

Tangerine is a direct bank that delivers simplified everyday banking to Canadians. With over 2 million Clients and close to \$38 billion in total assets, it is Canada's leading direct bank. Tangerine offers banking that is flexible and accessible, products and services that are innovative, fair fees, and award-winning Client service. From no-fee daily Chequing and high-interest Savings Accounts, a Credit Card, GICs, RSPs, TFSAs, Mortgages

and Investment Funds through its subsidiary, Tangerine Investment Funds Limited, Tangerine has the everyday banking products Canadians need. With over 1,000 employees in Canada, our presence extends beyond our website and Mobile Banking app to our Cafés, Pop-Up Locations, Kiosks and 24/7 Contact Centres. Tangerine was launched as ING DIRECT Canada in 1997. In 2012 it was acquired by Scotiabank, and operates independently as a wholly-owned subsidiary.

Craft Kitchen

At Craft Kitchen, our philosophy is simple – keep it fresh, keep it delicious! Whether you join us at our fast casual café located at Spadina & Adelaide or let our Event Specialists curate the perfect catering menu for your next Corporate or Private event, you'll see the Craft difference. As a Husband & Wife led team, we are dedicated to quality food, ensuring the success of our client experiences and working towards our ultimate mission – Feeding the City. You can connect with them on social media via:

Facebook - <https://www.facebook.com/CraftKitchen-1508127222823363/>

Instagram - <https://www.instagram.com/craftkitchen.to/>

Shoppers Drug Mart

Shoppers Drug Mart Corporation, a wholly owned subsidiary of Loblaw Companies Limited, is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart® (Pharmaprix® in Québec). Founded in 1962 by Toronto pharmacist Murray Koffler, the Company has grown to a network of more than 1,307 Shoppers Drug Mart/Pharmaprix stores across Canada. These conveniently located stores are owned and operated by the Company's licensed Associate-owners who have helped build a brand that is synonymous with exceptional service, value and trust. The Company also licenses or owns more than 49 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy® (Pharmaprix Simplement Santé® in Québec) and five luxury beauty destinations operating as Murale™.

Shoeless Joe's- Aurora

The very first Shoeless Joe's opened in Toronto, Ontario in 1985. Since then they have grown across Canada and are now proud to serve you in your community. Shoeless Joe's Aurora has been owned and family run since 1999. Tony and Froussine Sayde strive for a welcoming and fun environment where families and friends can celebrate sports. Whether you're celebrating your favourite team's victory, your league game with teammates or your child's big win, they're here to serve you! They are proud to be known as the place to watch the game, enjoy great food, great drinks and great times! Their commitment to you is to deliver an outstanding guest experience through personalized service, ensuring we only serve you the best.

About Our Community Partners



Canada Business Ontario (CBO)

Canada Business Ontario (CBO) is a service provided through the Federal Economic Development Agency for Southern Ontario. CBO is a government service offering information, at no cost, on starting or growing a business, government financing programs, exporting, taxation, hiring employees and more. CBO works closely with community partners in order to ensure that businesses have access to the accurate, timely and relevant information they need on government programs, services and regulations. It is part of the Canada Business Network, which provides assistance through a network of service centres across Canada. There is a centre in each province and territory working with partners in many communities across their region, providing you with numerous service access points.

Thank you for attending our event. We hope that we have provided a meaningful workshop and facilitated new connections today. Please consider joining our community!