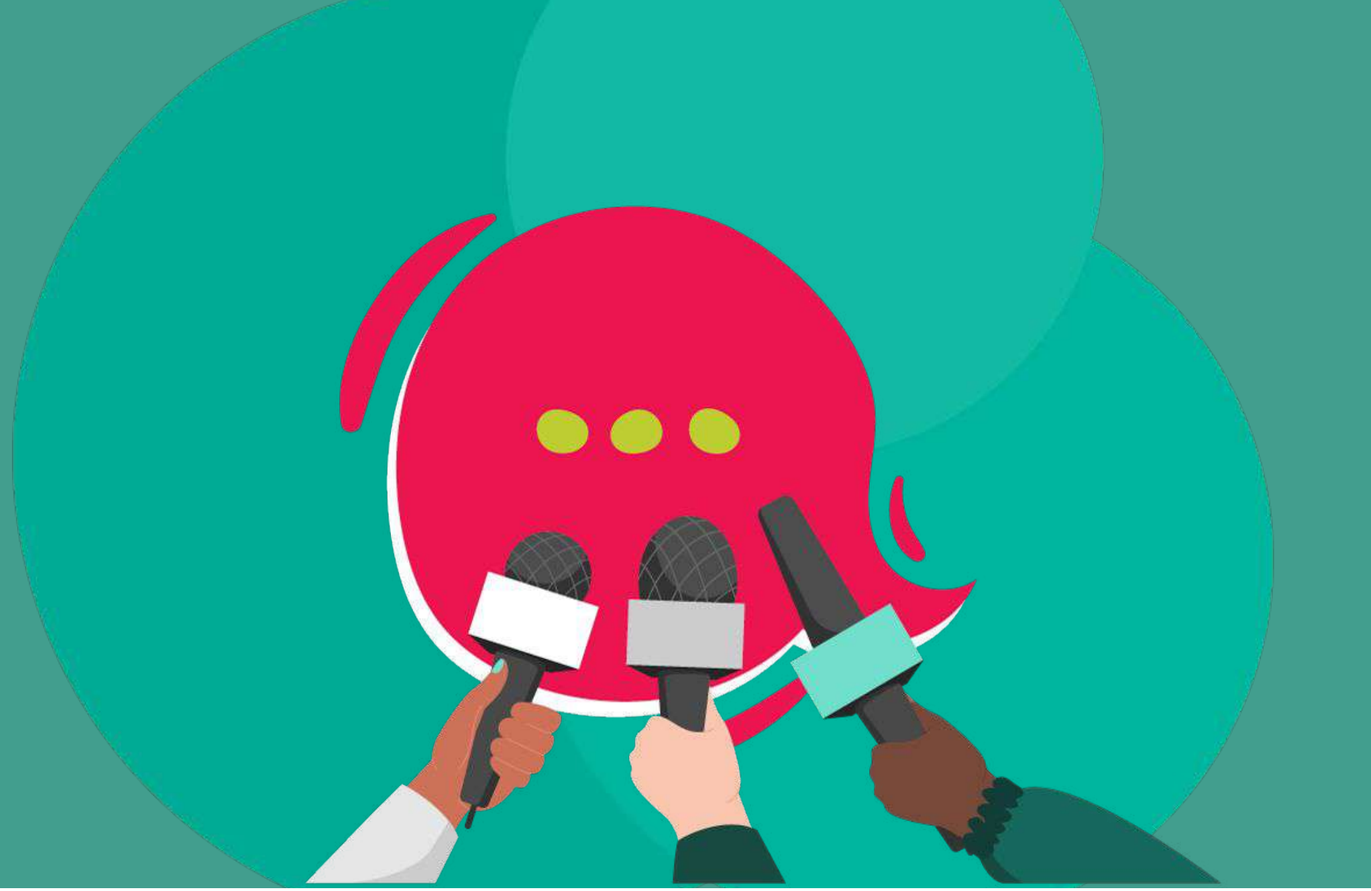
Public speaking skills

for Global leaders



Session #1: My voice as a tool for change

2025

AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT
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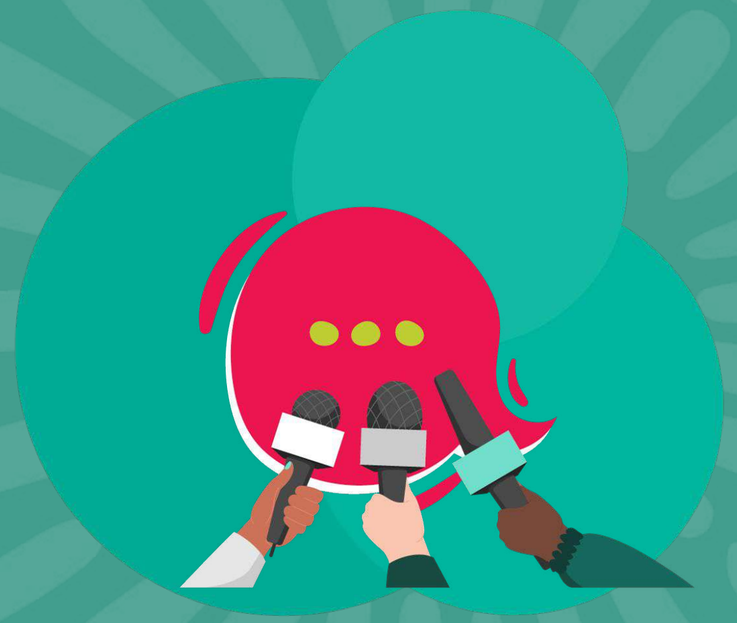


MY VOICE AS A TOOL FOR CHANGE

Leadership, presence, and purpose to make a global impact

Public speaking skills for global leaders

Session #1
Recognize the power of your own voice as a vehicle for transformative leadership and personal power.

1

2

Session #2
Structure and tell stories using emotional connection tools for global impact.

Session #3
Develop stage presence, confidence, and adaptability to speak on international and multi-arena stages.

3

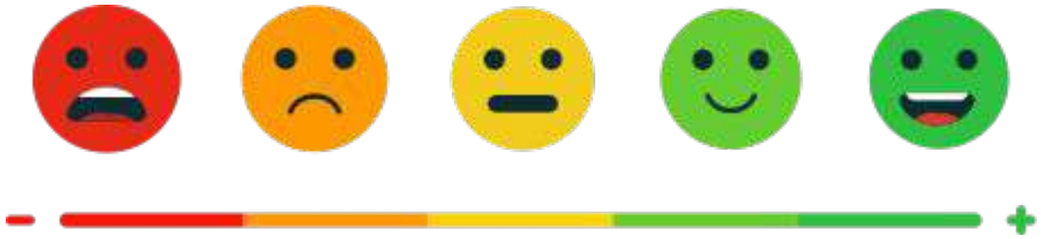
4

Mentoring sessions
Group, peer, and individual sessions with the lead voice.

Session #1: My voice as a tool for change

Recognize and articulate your purpose as the basis for public communication

- Recognize the power of your own voice as a vehicle for transformative leadership and global impact.
- Identify beliefs, fears, and strengths to embark on a path of authentic and purposeful expression.
- Define my communication purpose (Golden Circle).



How are you feeling today?

Describe it with a word or a gesture.

"Your voice is your superpower. Use it to create, to inspire, to transform."

Public speaking in terms of *Transformational Leadership*

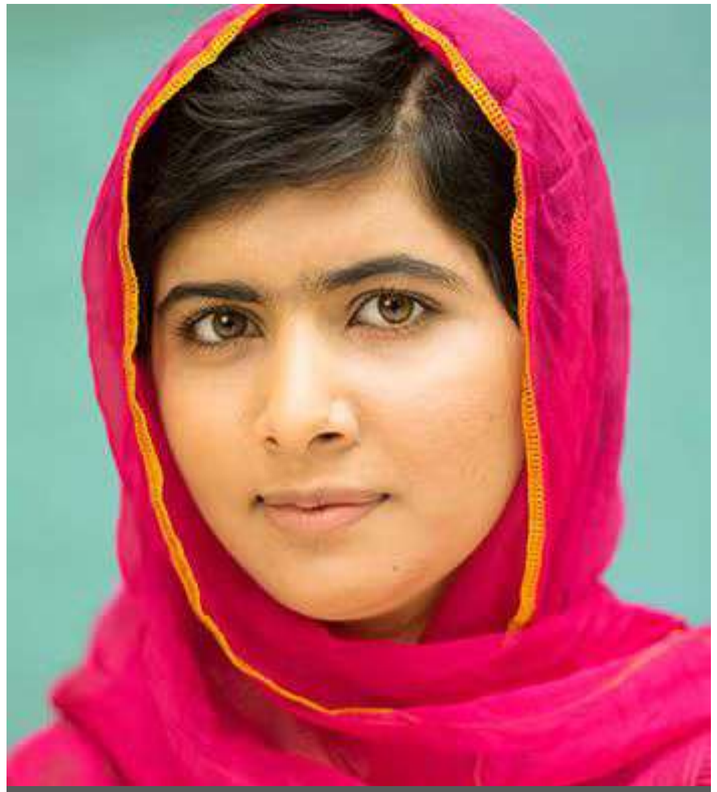
Key elements:

It's not about "saying it well or nicely" but about ***mobilizing and inspiring action.***

CREDIBILITY + EMOTION + CLARITY

Transformational leadership: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration.

Your influential voice role model



Malala Yousafzai

Name a woman or influential voice who you believe communicates through transformative leadership.

What is yours?

Recognizing my leadership voice

I identify my strengths as a leading voice.

- Effective communication.
- Empathy.
- Inspiration/motivation.
- Purpose/Personal message

I identify fears or beliefs as a leading voice.

- Fear of failure.
- "The leader must be perfect."
- Impostor syndrome.

"Your authenticity gives voice to your *purpose*."

-Joanna Prieto. CEO Geek Girls LatAm

Golden Circle: Communicative purpose

The Golden Circle is a simple framework for constructing speeches that begin with purpose. In this course, we use it to design messages that mobilize global audiences (UN/TED).

Golden Circle +:

Why → How → What → Proof → Ask

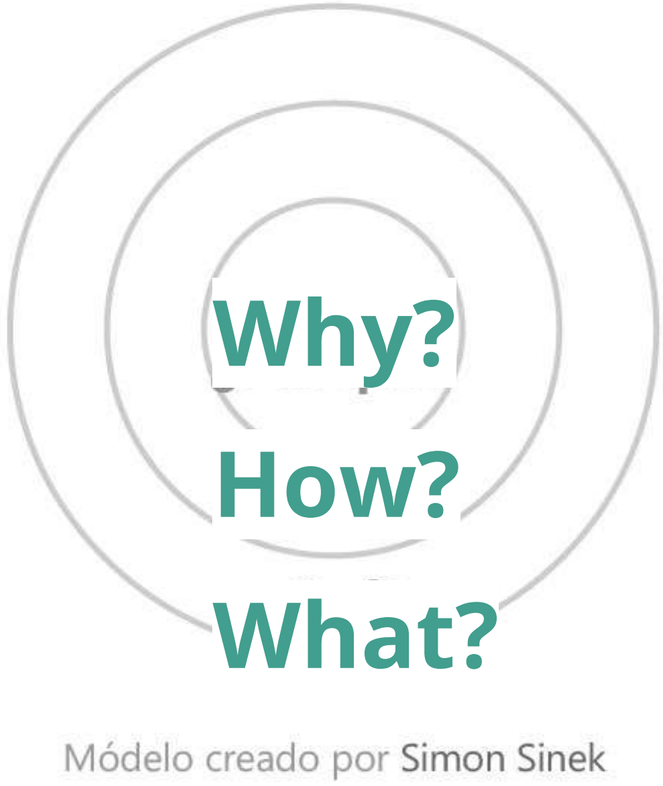
Design your own Golden Circle

Why (Purpose): the cause that transcends the individual. It points to injustice or aspiration and connects with values (intersectionality, dignity, justice).

How (Approach): principles, methods, and alliances that make the purpose credible. (feminist, community-based, evidence-based, care for the body/territory).

What (Action): what it does specifically (programs, campaigns, solutions, measurable results).

Let's expand the purpose with DATA



Proof: a piece of information, case, or testimony

Ask: the specific call to action (what is expected of the audience/decision-maker?).

Think of a Golden Circle+:

Why → How → What → Proof → Ask.

An example: Environmental rights and care…

- **Why:** "Dignity does not exist without clean water that is easily accessible to women."
- **How:** "We lead with a feminist and intergenerational approach; decisions are made with communities, ensuring that women play an active role in equitable access to and distribution of clean water."
- **What:** "We monitor 120 water sources and train 300 women leaders in citizen oversight."
- **Fact:** "In 2024, four municipalities adjusted their water plans with a gender-focused budget."
- **Call to action:** "We urge states to finance local water funds led by women by 2026."

UN/TED pitch:

- Hook (phrase/images that open your heart)
- Why (cause/higher value)
- Proof (data/case/testimony)
- How (approach and principles—feminist, local, evidence-based)
- What (what we do and achieve)
- Ask (specific request: policy, funding, partnership)

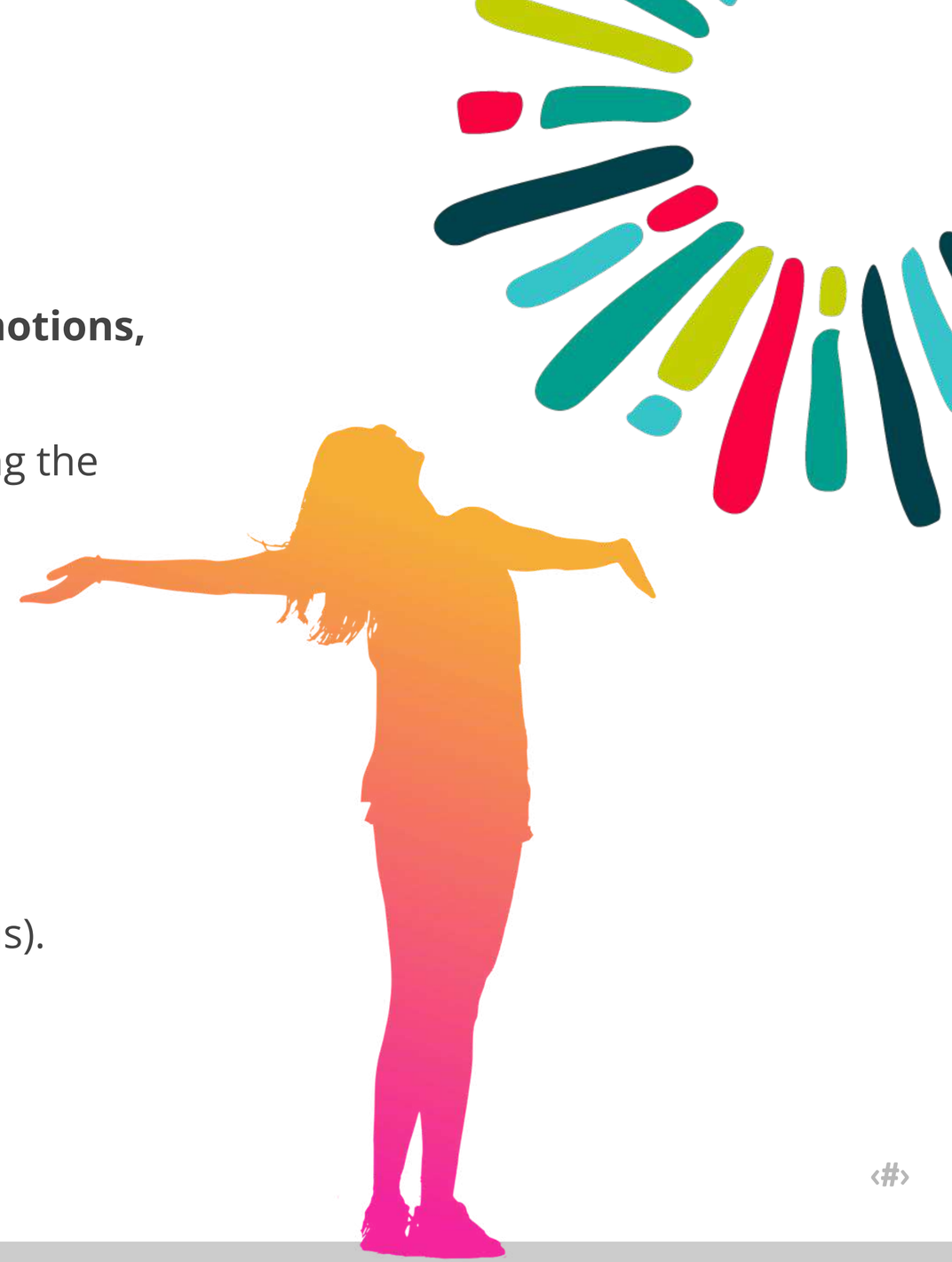
"Every word you say has the potential to bring about change."

Emotional map of the voice

A personal map that crosses four layers: **bodily sensations, emotions, thoughts/beliefs, and triggers**; and defines **anchors** (breathing/gesture/phrase) to regulate oneself before and during the intervention.

What it is for

- It increases somatic awareness (where my body tenses up).
- It separates facts from stories (reframing beliefs).
- Builds a simple pre-ritual (breathe, anchor, enter).
- Transforms diffuse fear into a practical plan (presence + focus).



Emotional map of the voice

Simple technique

- Somatic: what does the body feel? (tight throat, cold hands, knot in the stomach).
- Affective: what emotion is there? (fear, shame, euphoria, calm).
- Cognitive: What am I telling myself? (saboteurs vs. useful thoughts).
- Context: What triggers it? (language, expert audience, authority in the room).

Close with anchors: breathing (long exhalation), physical gesture (hand on sternum/power pose), and mantra phrase ("I am at the service of the message").

Exercise: Emotional map of the voice

1. Personal profile: fears, inherited beliefs, strengths
2. Identify triggers. What increases fear?
3. Reframing: What do I release? What empowers my voice?
4. Physical anchor: gesture/breathing to return to center.

Leading feminist voices

BRENÉ BROWN

TEDTalk: The Power of Vulnerability.

CHIMAMANDA NGOZI

TEDTalk: We should all be feminists.

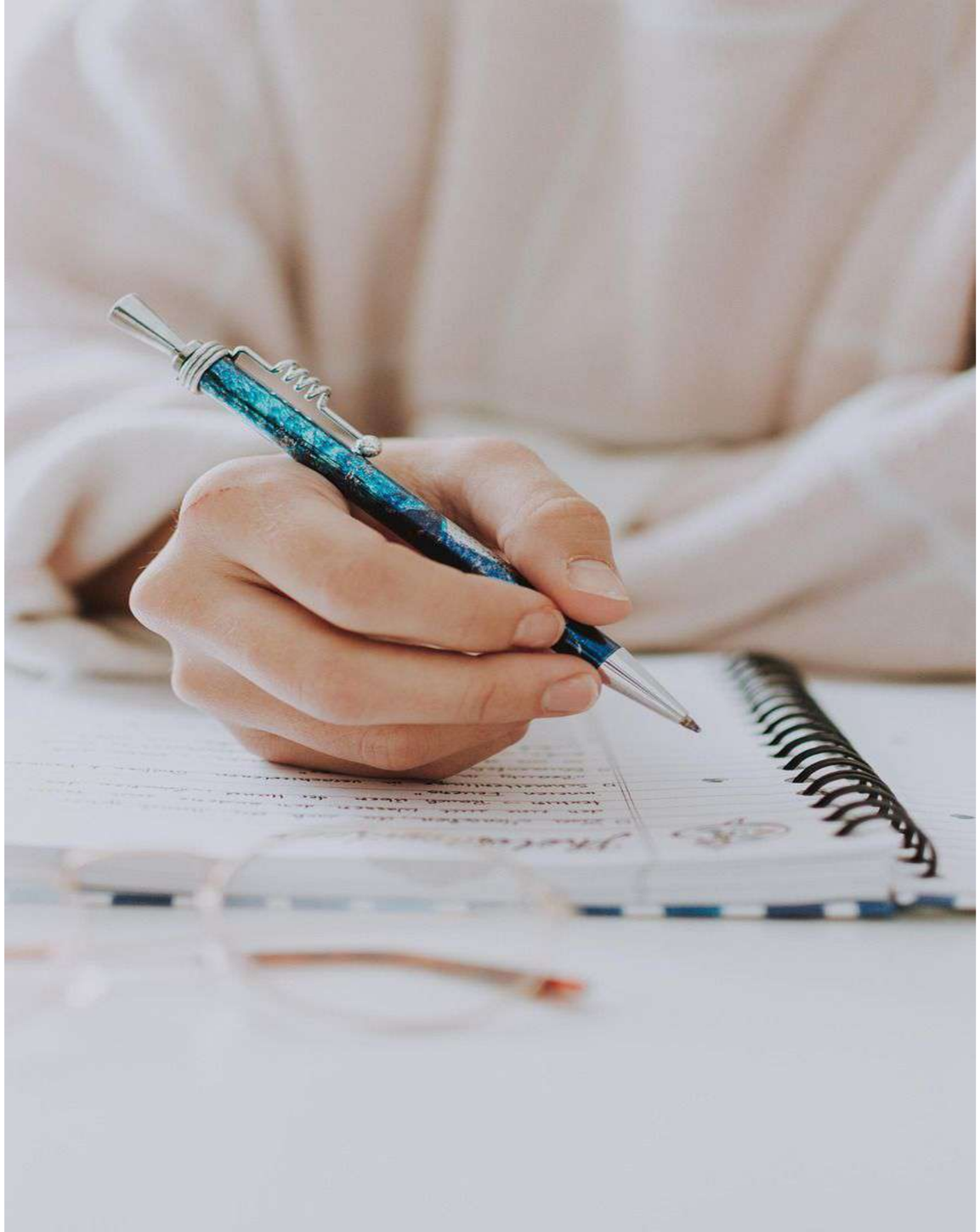
FRANCIA MARQUEZ

Acceptance of the 2018 Goldman Prize, Vice President of Colombia

"Your voice can inspire, motivate, and transform the world."

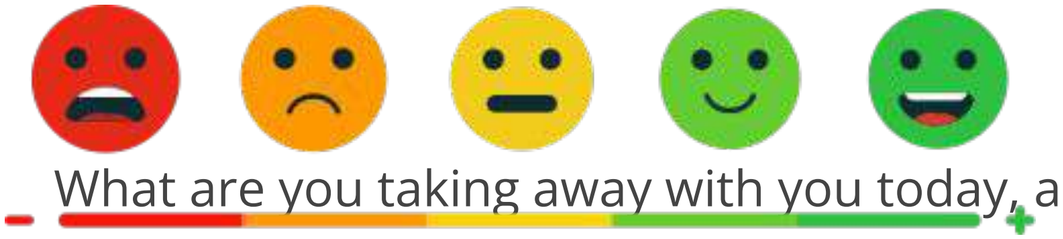
Now it's your turn!

1. Answer first: What does the world need to hear from me today?
2. Using the Golden Circle technique, write a script or pitch lasting no more than 3 minutes.
3. Make sure it is coherent, concise, and aligned with the cause you represent.



Let's put it into practice!

1. Record a 3-minute audio clip with your voice and/or video at home. If you choose video, record vertically, with front lighting, and look at the camera.
2. Share the material with the group for their repository and subsequent evaluation.
3. Reflect in your journal: How did I feel when I thought about my voice? What beliefs do I need to let go of? How did the tools from class help me? What should I reinforce?



What are you taking away with you today, and how are you leaving?

Share with the group

Thank you!

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