

BTS Spark Speak Like a Leader



Sharpen your communication skills with an AI practice coach

School, college and trust leaders are constantly needing to communicate effectively with a variety of people.

- Diverse stakeholder needs require leaders to adapt to meet different expectations and needs.*
- Expectations for transparency and accountability are high. Leaders must communicate decisions and policies clearly.*
- Political and social pressures including differing opinions on educational policies and practices require leaders to be diplomatic and strategic in their messaging.*
- Misinformation and disinformation can complicate communication efforts. Leaders must work to combat false narratives while ensuring accurate information is disseminated.*
- Crisis communication, whether related to public health, safety incidents, or other emergencies, requires clear, timely, and accurate messaging.*

This is why we developed Speak Like a Leader, an innovative online programme powered by an AI-driven feedback and mentoring tool. The programme offers 12 months' unlimited access to online learning modules and AI tools – providing education leaders at every level with sustained opportunities to practise their communication and presentation skills, and receive objective, confidential feedback on their performance.

Speak Like a Leader encompasses **eight self-paced learning modules** to help you to hone your communication and presentation skills



Think like your audience

- Learn about 180 Thinking
- Create your own audience agenda



Craft a Big Idea

- Find out what makes a Big Idea
- Craft your own compelling and simple Big Idea



Create a rationale for action

- Learn the six-part template for a persuasive presentation
- Build your own rationale for action



Tell a compelling story

- Understand why you would share a story
- Learn the six-part story structure
- Build your own story



Handle tough questions

- Find out how to anticipate and prepare for tough questions from your audience



Think on your feet

- Learn how to handle unexpected questions with poise by using Brain Triggers and Bridges



Prepare in ten minutes or less

- Use the Quick Prep Method to prepare talking points for a meeting or presentation in ten minutes or less

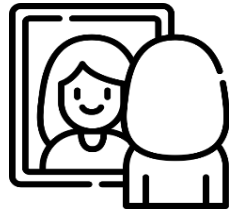


Sharpen your presentation style

- Learn approaches to presentation style, including eye contact, gestures, body language, voice, and handling anxiety

Enhance your communication skills with *expert tips, proven tools, hands-on practice* and *personalised feedback* - all in a private setting.

AI features provide **rigorous feedback** and coaching



- **Practice Mirror:** This feature allows learners to record a specific presentation and get AI feedback on it – wherever they like, as often as they like.



- **Learning Lab:** This feature provides leaders with the opportunity to practise responding to prompts without preparation. The learner will be asked questions, responds and gets rated by the AI Coach.



- **Video Analysis & Detailed Feedback:** After recording or submitting a video, learners receive detailed feedback on their performance with scores on First Impression, Perceived Trustworthiness, Authority, Impression, and Expression and Energy.

Leaders will...

- **Learn simple, powerful tools** to prepare more effectively for any type of meeting or presentation, big or small.
- **Connect with every audience**, making sure their content anticipates audience questions, concerns, and hopes.
- **Make an impact on their audiences** so they are ready and willing to take action afterwards
- **Feel ready for anything**, bolstering confidence and competence to deal with everyday matters and high-pressure situations.



Speak Like a Leader



Overview

This self-paced online programme helps school, college and trust leaders make a key fundamental shift in how they communicate and influence others. Offering ongoing feedback from an AI Coach, Speak Like a Leader will help leaders walk into any meeting or presentation feeling optimistic about their ability to address the concerns and questions of their audience, moving hearts and minds to make things happen.



Learning objectives

- Learn simple, powerful tools to prepare more effectively for any type of meeting or presentation.
- Connect with every audience, making sure you anticipate their questions, concerns, and hopes.
- Make an impact on your audiences so they are ready and willing to take action.
- Practise presenting and responding to situations and get instant rigorous feedback from your AI coach.
- Feel ready for anything, bolstering confidence and competence to deal with everyday and high-pressure situations.



Who is this for?

Trust CEOs, Chairs and leaders, Principals, Headteachers aspiring heads, and Heads of Department. Anyone looking to improve their ability to communicate.

Key content

- Think like your audience
- Craft a Big Idea
- Tell a compelling story
- Handle tough questions
- Think on your feet
- Prepare in ten minutes or less
- Sharpen your presentation style

Self-paced online course with AI coaching

Access to eight learning modules plus AI-enabled feedback for 6 months

£188 + VAT per person

Volume discounts apply for 10 or more enrolments:

£149 + VAT (10-49); £112 + VAT (50-199); £75 + VAT (200+ enrolments)

Scan the QR code
to enrol in **Speak
Like a Leader**
today or email
uk@btsspark.org



Educational leadership made personal

We are deeply committed to ensuring that every leader is supported to do their best work.
Reach out for a conversation about the needs of leaders in your context or to arrange a demo.

Email: denise.barrows@btsspark.org

Phone: 020 3100 7545

Website: btsspark.org



Denise Barrows
Director, BTS Spark UK