



## PROFESSIONAL DEVELOPMENT

“Exceptional educators... The workshop was really well conceived...practical and highly applicable to our docents and to our space. Both instructors managed to balance warmth and professionalism, which is quite tricky but highly important, especially with our crowd, and putting people at ease and creating an atmosphere of trust. What was so impressive for all of us was their high level of expertise, which they used as a tool to teach and assist and not to show off their wealth of knowledge.”

Elizabeth Diament  
Senior Educator, Manager of School  
Tours and Docent Programs  
National Gallery of Art

### ACTING FOR BUSINESS PROFESSIONALS: COMMUNICATION AND THE CAPTIVATED AUDIENCE

Through a curriculum adapted from the Shakespeare Theatre Company's popular multi-week Master Acting Class, participants discover how to practically apply tools and concepts utilized by classical actors to maximize the potential of all communication—whether leading a team through a challenging project or negotiating one-on-one. Capture your audience's attention and deliver an effective message that will resonate long after the meeting is over. In this fast-paced, interactive workshop, participants explore physical communication, vocal performance, objectives and text analysis as they apply to the workplace.



**PART ONE:**  
**PHYSICAL COMMUNICATION**

Participants first explore how proximity and environment impact communication, before focusing on how their own bodies communicate messages to their audiences.

**PART TWO:**  
**VOCAL PERFORMANCE**

Focusing on proper breathing, participants learn to release tension, generate volume and articulate clearly, ensuring that their audiences hear and understand them.

**PART THREE:**  
**ENGAGING AUDIENCES**

Through a mixture of discussion and improvisation exercises, participants learn to define objectives and given circumstances—key concepts in acting that inform all deliberate communication.

**PART FOUR:**  
**UTILIZING TEXT**

Using a passage from a Shakespeare play, participants discover how actors distill complicated language for their audiences and then apply these strategies to dense business text.

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**PRACTICAL APPLICATION:**

Participants apply these newly acquired skills to contemporary presentation text relevant to their professional work. The workshop culminates with a sharing of each presentation for instructor feedback and group reflection.

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**SCHEDULE:**

Each group is unique; so is each workshop. A typical session runs four hours but can be customized to create a deeper, multi-day experience. Tailor your workshop to your group's needs, including additional individual coaching and application.

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**PAST CLIENTS INCLUDE:**

The National Gallery of Art, The World Bank, Federal Energy Regulatory Commission, The President's Own Marine Band, Washington Gas, Marriott International, Food and Drug Administration and Freddie Mac



For more information and to book a workshop, email [STCtraining@ShakespeareTheatre.org](mailto:STCtraining@ShakespeareTheatre.org) or call **202.547.5688**.