

IFBPW SC DT&E;

International Training Program 2025

For Committee Members, BPW Members & Guests

Format: Zoom Meetings • Interactive Workshops with Content and Practice • Video Lessons • WhatsApp Group WhatsApp Group

Duration: 4 months (8 sessions, 2 hours each – every 2 weeks, on Fridays at 3:00 PM UTC

STARTS on Friday, SEPTEMBER 26

MODULES 1 and 2– Leadership, Leader Presence and High Skills of Speaking (3 sessions) – Cases – BPW Executive Leaders Videos Recorded in Leader Summit 2025

Speakers: SC DT&E; Members – Nicole Claire, Francesca, Tina, Sujata and Patrícia Cáceres

– Posture, Breathing and Alignment - High Skills for Leadership - What is Leadership? - Leadership styles: identifying your own -Leader Presence and High Skills of Speaking - Natural Styles of Speaking – identifying yours - 7 Steps of Clarity and Effective Communication - The Power of Your Voice – projection, vocal presence - Building confidence & presence as a leader - Emotional intelligence & resilience - Time management & leading remotely - Ethical leadership & conflict/change management - Practical: Leadership self-assessment + case studies

MODULE 3 – Speak with Clarity and Confidence in English (2 sessions)

Speakers: BPW Florianópolis Member and English Teacher Maria Helena Balthazar and SC DT&E; Member Adriana Barros

Session 1: First Steps to Speaking Clearly - Tips for beginners in English communication - Basics of phonetics for better pronunciation

- Confidence-building techniques for non-native speakers Session 2: Real Stories of Overcoming Barriers - Case of professional success in English-speaking workplaces - Vocal and articulation exercises for clear speech - Adapting your communication to multicultural audiences - Open forum: sharing personal challenges & experiences - Feedback session: individual insights on English communication - Practical tools for connecting across cultures

MODULE 4 – Communication, Voice & Public Speaking (2 sessions)

Speakers: SC DT&E; Chair Patrícia Cáceres and Member Adriana Barros

- The 7 Keys Oratory: Connection, Melody, Speech Structure x Improvisation x Preparation, Body and Voice x Content - Speech Therapy concepts: anatomy and voice conscious - Non-Verbal Communication– highlights with voice and body: articulation, intonation, emphases, posture, gestures, camera presence - Image as a Communication Tool – what your image says + the message of colors + the 7 universal style types - Presentations & Improvisation Dynamics – practical delivery + feedbacks

MODULE 5 – Artificial Intelligence for Leaders (1 session)

Speaker: SC DT&E; Member Andrea Hemming - Introduction to AI - AI's impact on business & leadership - Legal framework - Practical AI tools for leaders - Responsible use & ethical considerations - Action planning discussion

MODULE 6 –Personal Branding & Positioning (1 –session)

Speakers: SC DT&E; Members Daniela Clemente, Camila Moura and Caroline Chow

- What is personal branding and why leaders must cultivate it - Building an authentic and memorable presence – aligning values, image, and message - Online & offline presence: consistency and impact for Professional and Business opportunities - Strategic positioning on social media: - LinkedIn – building authority and networking - Instagram – visual storytelling and audience engagement - YouTube – using video to educate, inspire, and expand reach - Group discussion & Q&A; session

Extras:

- Book recommendations after each session. - Collaborative space for materials and discussions (Google Drive/SharePoint/WhatsApp Group). - Recordings for review and extended access.

■ [Click here to register via WhatsApp](#)