

Communication, Presentation and Public Speaking Skills focused on Storytelling

Learning Objectives

By the end of this session, ambassadors will be able to:

1. Understand the key principles and expectations related to communication and presentation competences, including their definition and purpose.
2. Apply knowledge through real-life scenarios, storytelling, and reflective practice.
3. Develop confidence and competence in ambassadorial duties, including effective public speaking and career skills.

10–15 mins

1. Icebreaker Activity

- **Purpose:** To warm up speaking skills and build confidence
- **Example:** “Elevator Pitch Challenge”
 - Have each ambassador pair up and briefly share why they wanted to become an ambassador.
 - Focus on speaking clearly, passionately, and confidently conveying their story.

Materials: Flipchart or whiteboard, markers.

20–25 mins

2. Presentation: Key Concepts

Use slides or visual aids to cover:

- **Communication skills:** The ability to convey ideas clearly, actively listen, and respond appropriately in various contexts.
- **Presentation skills:** Structuring, delivering, and confidently expressing information to an audience.
- **Empowerment through communication:** How these competences help ambassadors connect, represent their institution, and inspire change.
- **Representation and peer influence:** Ambassadors, as relatable peers, uniquely inspire prospective and current students. Shared backgrounds build confidence and aspiration.
- **Storytelling and living library technique:** Using personal narratives to share experiences. Ambassadors act as “living books,” fostering empathy and connection. Practical tips to craft engaging stories that break down barriers.
- **Core responsibilities:** Delivering campus tours and presentations, mentoring, outreach, supporting events, and upholding professional standards.

- **Key competences:** Verbal and nonverbal communication, active listening, public speaking, adaptability, confidence, empathy, and tailoring messages.
- **Expectations:** Inclusivity, reliability, teamwork, confidentiality, proactive engagement, and representing institutional values consistently.
- **Public speaking and career support:** Practising public speaking, overcoming anxiety, structuring talks, engaging audiences, emphasising skill benefits for career development and employability.

Materials: Presentation Slides or printed handouts (Visuals, Role description document)

10–15 mins

3. Case Scenario Discussion

- **Scenario:** A student unsure about communication and presentation competences who learns to frame their own experience as an asset.
- **Discussion Prompts**
 - What challenges might they face?
 - How can their story inspire others?
 - How would they introduce themselves in similar circumstances?

Materials: Printed or projected scenario, group discussion guide.

15–20 mins

4. Role-Play Activity

Activity: Small groups or pairs practice communication and presentation skills.

- **Instructions**
 - Share name, course, background, and one inspiring reason for engaging with this module.
 - Rotate roles: ambassador, student, observer.

Materials: Role-play prompt cards, peer feedback sheets

10 mins

5. Reflection & Notes

- **Prompts:**

- What did they learn?
- How can they apply it in the ambassador role?
- Any remaining questions or concerns?

Materials: Reflection worksheet or journal, optional: digital form for submission.

5 -10 mins

6. Summary & Takeaways

- Recap key points.
- Share a handout summarising:
 - Communication and Presentation Skills responsibilities
 - Tips for self-introduction and storytelling
 - Public speaking and career support highlights
 - Support contacts and resources

Materials: Summary handout (print or digital), Contact list for support staff

Useful Links

[How to be Confident When Presenting](#)

[Tips for How To Reduce Anxiety Before Giving a Presentation](#)

[Top 5 Tips to Improve Communication Skills | Soft Skills For Beginners | Soft Skills | Simplilearn](#)

[Living Library](#)