

# Members Workshop Report

## Advanced Public Speaking: Engage your stakeholders through storytelling, with Christelle Cuenin

7 OCTOBER 2021 - 12:30-13:30 CET



*"Storytelling is key to leadership because stories enable you to create emotion, share connection and trigger action among your audience members and stakeholders".*

Christelle Cuenin, Career Development and Public Speaking Coach, and WIL Alumna, kicked off the first Members workshop of the season with an engaging Masterclass on storytelling, an effective way for leaders to influence, convince and inspire others. Drawing on examples of famous stories such as that of Sarah Blakely, CEO of Spanx, and methods like the Pixar Pitch, Christelle provided useful tools, tips and tricks for our Members to further increase their impact when sharing their values and communicating their vision to their stakeholders.



Two WIL Members - Pinuccia Contino of the European Commission and Kenia Denoyes of Hanes Brands Inc. - were invited to share their 3-minute speeches and receive feedback from the group.



The workshop was followed by a 10-minutes practice in small groups - an opportunity both for our Members to practice their storytelling skills using the framework provided by Christelle, and to network!