

Public Speaking, Interpersonal Communication & Debate Skills

**Classes they can
join anywhere.
Skills that will
take them
everywhere.**



Welcome to Winning Feathers – the global program that turns your child into a brilliant young communicator

When a child can express themselves with clarity and confidence, and knows how to explain their ideas to others, they can be anything, do anything and go anywhere in the world. That's the power of public speaking – and that's what Winning Feathers will give them.

Winning Feathers' unique, Ivy League coach-designed program gives your child the tools and techniques they need to become an authentic and effective communicator – wherever they are in the world.

What your child will gain



ACADEMIC SUCCESS

In addition to higher grades, students who can communicate are less likely to get overwhelmed at school, withdraw from social situations, or fear asking for help.



GREATER PROFESSIONAL SUCCESS

Students who can think quickly and clearly are more successful in interviews. In meetings, stronger communication can help solve problems and generate ideas. Strong communication can also help with difficult co-workers and improve relationships with bosses and clients.



IMPROVED RELATIONSHIPS

Being able to listen, respect different ideas, and communicate feelings, disagreements or thoughts effectively are keys to having strong relationships with friends, family, and future colleagues.

Why interpersonal communication, public speaking, and debate matter

There's so much to be gained from giving your child the opportunity to practice and perfect their communication skills before they reach adulthood. They don't just learn how to speak with clarity and confidence but gain vital life skills that will help them be their best and achieve their goals.

- The ability to express thoughts and feelings in a clear, confident way.
- Getting out of comfort zone and not be afraid to "fail" or make mistakes can lead to an ability to take more risks with confidence – that means more creative and productive.
- Greater understanding of working with others, appreciation for others' ideas, and disagreeing with confidence and respect.
- Empower introverts, shy, or STEM focused students - greater trust and ability to open up to others when in a safe, challenging environment.
- Improving friendships, camaraderie, ease with teachers, spontaneity and even humor!
- Better critical thinking testing of information, and awareness of your own and others credibility and ability to persuade, inform, or explain clearly.



Our unique approach

Winning Feathers is an Ivy League designed program with a rich curriculum of advanced debate, improv, communication, and education training.

Ivy League standard

Many of the skills taught are the same as those used to coach TEDx speakers and Georgetown debaters, and with the same college level rigor in coaching, feedback, and expectations.

Highly -skilled coaches

All Winning Feathers coaches have a college degree, are rigorously trained, and many have ESL backgrounds. Your child has direct access to coaches for personalized and thoughtful feedback.

Small class sizes

Our classes are small so your child will feel supported and encouraged as they learn the tools and techniques of becoming a confident, clear and engaging communicator.

Learn by doing

Our program is experiential meaning your child learns immediately by doing. They don't watch the coach talk – they practice. In a typical session, the coach talks 15-20% of the time to provide instruction and examples, but the rest of the session students are communicating with classmates.

Fun and accessible

As a digital-first education platform, we know how to make virtual classes so fun and engaging that your child will actually want to log on and get learning. The virtual setting allows for greater flexibility, productivity in the session, and more comfortable environment for students to learn.

Structured learning

We've carefully structured our program into four levels that will take your child from tentative speaker to TED x Kid and beyond. Students will not graduate to a new level without having completed all the necessary elements. And because of small ratio of students to teachers, coaches can ensure student success at each level through one-on-one attention.



How does the certification program work?

Students can select one of three different certification tracks which lead to different sets of outcomes and skills. All certification levels are progressive, which means that the prior level must be completed successfully before reaching the next level.

The **first track** is our **Public Speaking Certification Program** which has four levels of certification each leading to a more advanced level skill set. The specific levels can be seen on the next page, while descriptions can be found later in the program guide.

The **second track** is our **Interpersonal Communication Certification Program** which has two levels of certification. The first level teaches foundational interpersonal skills, and the second level introduces students to situations that reinforces what they learned in the first level.

The **third track** is our **Debate Certification Program**, which has two levels of certification. The first is an introduction to the topic of debate, and the second builds on the first by focusing on research, evidence, and notetaking.

The certificates are issued after meeting minimum attendance and participation criteria and hold unique value for school and college admissions as extracurricular credentials.

After receiving their certificate, students can practice their skills live in person at our annual contest and children's speaking conference held with participation from 100's of other students, tutors, top college professors, TEDx coaches, politicians and top company executives.



Winning Feathers' certification program tracks

Public Speaking Certification Program

**Level 1
Introduction to
public speaking**

**Level 2
Informative
speaking**

**Level 3
Impromptu
speaking**

**Level 4
Persuasive
speaking:
Masterclass**

Interpersonal Communication Certification Program

**Level 1
Building
Interpersonal
Communication
Skills**

**Level 2
Certification:
Practicing
Interpersonal
Skills**

Debate Certification Program

**Level 1
Introduction
to
Debate**

**Level 2
Advanced
Debate
&
Argument**

Public speaking levels 1&2

Level 1 is all about a fun introduction to public speaking! We have so much fun at this level because we want your child to love public speaking and feel comfortable talking in front of others. This level is about clarity, delivery, and expression!

They'll learn:

- Comfort,
- Confidence
- Storytelling

Level 2 builds on Level 1 by introducing informative speaking! Informative speaking is what we do all the time when we listen to the President or go to school. In this level, your child will get to pick any topic they want and teach your audience something new.

Students have chosen topics like Artificial Intelligence, endangered animals, and even mental disorders to teach their audience. The main concepts in this level are structure, relevance, and learning how to be an expert.

They'll learn:

- Learning structure
- Teaching an audience something new
- Being relevant with your information
- Being clear and organized
- Incorporating facts
- Speaking without notes

Level 2 culminates in 5-8 minute speech at the end for parents so they can show of their new-found skills – and you can see just how much they have grown as communicators.



Levels 3&4: mastering high-level communication

Level 3 will teach your child all about impromptu speaking or speaking without preparation. They'll learn how to communicate to camera without any rehearsal and how to think on their feet, trust their memory and engage a virtual audience – just like an YouTube influencer! Plus you'll get to keep a recording of your child's final project – an expertly presented impromptu review or game demonstration.

Key skills:

- Active listening
- Thinking on their feet
- Confidence
- Memory
- Mutual respect
- Being natural in front of the camera

Finally, **Level 4** is our MASTER level. At this level, your child will become a master public speaker by learning how to persuade an audience! They'll learn some secrets of mastercommunicatorsand debatersand develop a TED talk to convince their peers and parents. Concepts they'll discover in this level are persuasion, logic, and emotion.

Key skills:

- Persuasion
- Logic
- Fallacies
- Organization
- Debate
- Appeals
- Structure
- Controversial topics



Interpersonal Communication Certification Program

Overview

Interpersonal skills are valuable assets for our children's social toolbox. Effective communication takes time and practice, and understanding the importance and relevance of social and emotional intelligence will help students build positive relationships, ensure healthy decisions, and create change in the world. In our program, students will work on various areas related to interpersonal communication including social and emotional intelligence, understanding verbal and non-verbal cues, the importance of compromise and flexibility in relationships, adjustability to various audiences, active listening, and communication with peers, parents, and teachers.

Level 1 Certification

This certification is divided into two levels, each of which are 9 weeks. The first level is called ***Building Interpersonal Communication Skills***, where students will build a variety of skills to use in an interpersonal situation. For instance, students will learn how to recognize, manage, and express strong emotions, express their needs in a respectful way, and listen actively and empathetically. Additionally, students will practice effective nonverbal and verbal communication strategies in preparation for level 2.

Level 2

Level 2 is called ***Practicing Interpersonal Communication Skills***, and students will put Level 1 into practice in their daily lives. In this level, students will build and apply their interpersonal skills toolbox established in Level 1 to various situations with a variety of people, including parents, coaches, peers, and groups. We will also discuss effective intercultural communication, conflict resolution, working in groups, dealing with challenging situations, and even how to navigate the online environment safely.

About our Curriculum

Our curriculum is influenced by world-renowned research including Dr. Gottman's emotion coaching, Rosenberg's nonviolent communication, Dr. Kabat-Zinn's mindfulness research, and Dr. Linehan's dialectical behavioral theory, among others. Additionally, written and oral participation is expected, as students work on weekly tasks and final projects that enhance their social and emotional development. This supports students' ability to comfortably talk and relate to peers, as well as confidently discuss important issues with friends, family, and teachers.

Benefits

Benefits from our program namely include better relationships with others through emotional intelligence, which is twice the predictor of success than IQ. Students will know how to problem-solve difficult situations, which will reduce their stress. Students' self-awareness, self-management, and coping skills will also improve, giving them greater confidence and autonomy in their lives. Finally, competence in these valuable areas will help them independently navigate a variety of social settings, like school auditions and academic or athletic conferences with comfort and ease, often leading toward better leadership and success.



Level 1: Building Interpersonal Communication Skills

Learning Outcomes for Level 1

Students will be able to:

- Understand and recognize various interpersonal communication situations
- Illustrate basic emotional intelligence principles.
- Demonstrate effective active listening skills.
- Strengthen empathetic communication.
- Practice assertive communication.
- Understand verbal and non-verbal communication
- Create and present a project in the Interpersonal Communication Showcase.
- Support, encourage, and have fun!

Level 2 Certification: Practicing Interpersonal Skills

Summary

In Level 2 Interpersonal Communication Certification, students will apply their interpersonal skills discussed in Level 1 to various settings, audiences, and situations.

Outcomes

Students will be able to:

- Build an Interpersonal Communication Toolbox for daily life.
- Understand how to develop and maintain strong and positive relationships.
- Apply effective conflict resolution skills.
- Illustrate effective interpersonal strategies with peers, adults, and new people.
- Practice interpersonal techniques in groups and with different cultures.
- Navigate positively throughout a variety of difficult conversations, both in social and school settings including dealing with bullying in person and cyber bullying
- Project confidence in all interpersonal situations.
- Create and present a project in the Interpersonal Communication Showcase.
- Support, encourage, and have fun!



Level 1 Certification: Introduction to Debate

Learning Outcomes for Level 1

Students will be able to:

- State the definition, explain the purpose, and provide examples of healthy debate
- Evaluate and form arguments using high-quality evidence and reasoning
- Use effective rebuttal techniques to address weaknesses in an argument
- Understand the structure and flow of the debate process
- Use verbal and nonverbal delivery to convince and motivate an audience
- Present original arguments efficiently and persuasively
- Successfully participate in several mock debate situations, as well as a complete formal debate
- Support, encourage, and have fun!

Level 2 Certification: Advanced Debate Curriculum

Summary

In Level 2 Debate Certification, students will build on basic techniques established in Level 1 to tackle more sophisticated topics, research methods, and argumentation styles.

Outcomes

Students will be able to:

- Participate effectively in consensus building with their peers
- Research and argue for both sides of an argument
- Build evidence cards that assist debaters in responding to the other side's argument
- Managing an effective delivery style for the debate situation
- “Flow” and take notes during the quick pace of a debate



The best time to give your child the lifelong gift of communication is now

Often, students with the best grades are not the ones to go furthest in life. It's the students who can explain their ideas clearly and confidently and win the support of others that thrive in the modern world.

That's the power of public speaking matters. And it's a skill your child can start learning right now with Winning Feathers.

No matter whether your child is seven or 16, or how shy or talkative they might be, Winning Feathers will help them harness their unique strengths and become an authentic and effective communicator – wherever they are in the world.



Testimonials

“*Winning Feathers has helped my shy, introverted child tremendously. She's participated in public speaking sessions and has grown in confidence and articulation.”*

Toyosi Okurounmu (Chief Medical Officer, United Health)

“*Winning Feathers is on a mission to equip our upcoming leaders with the confidence, personal presence, speaking skills and ability to communicate on all levels. They are on the cutting edge of this important mission!”*

Pam Leinmiller (TedX Coach)

“*My son has received level 4 certification & it has transformed his ability to articulate concepts with a lot of clarity. Very structured curriculum yet fun experience for kids.”*

Pramod Sajja (CEO, Paramount Software Solutions)



Winning Feathers LLC.

Address: 5900 Windward Parkway, Suite 230, Alpharetta, GA 30005

Email: customersuccess@winningfeathers.com

Phone: +1 770-538-1726