

Public Speaking Practice Lab

Strategic Storytelling, Executive Presence,
and Leadership Communication

FORMAT

A Full-Day Leadership Cohort Experience

ABOUT THE PROGRAM

The Public Speaking Practice Lab is a full-day leadership communication program for cohorts of up to 20 participants. It brings together three integrated learning experiences: an Insights Discovery debrief, the Human-Centered Strategic Storytelling Framework, and Executive Presence. Each builds on the last, with structured practice woven throughout the day.

Every element of the program is grounded in Summer's Human-Centered Strategic Storytelling Framework, a comprehensive approach to designing and delivering communication that resonates and drives action. Participants leave with skills they can apply immediately and a toolkit that supports continued development for 90 days.

PROGRAM AT A GLANCE

Program Name	Public Speaking Practice Lab
Format	Full-day, in-person Leadership Cohort Experience
Duration	8.5 hours 8:30 AM arrival, 9:00 AM – 5:00 PM program
Cohort Size	Up to 20 participants
Availability	Available year-round, scheduled based on organizational need and facilitator availability
Investment	\$3,750 per participant Maximum 20 participants per cohort
Travel & Expenses	Travel, accommodations, and venue costs are billed separately
Pre-Work	Insights Discovery assessment included in program fee. Completed no later than one week before program date.
Deliverable	Leadership Storytelling Toolkit included for every participant

THE HUMAN-CENTERED STRATEGIC STORYTELLING™ FRAMEWORK

The entire program is built on Summer's flagship framework, grounded in adult learning research, emotional intelligence, and human-centered design, filtered through 15 years of real-world application across industries, cultures, and contexts.



THE THREE PROGRAM PILLARS

01

Pillar 1: Insights Discovery Debrief

Participants complete the Insights Discovery assessment as pre-work no later than one week before the program. The day opens with a 90-minute facilitated debrief including a structured activity and group discussion. This session establishes a shared language for how participants naturally communicate and how they are experienced by others, and it becomes the foundation for everything that follows.

02

Pillar 2: Human-Centered Strategic Storytelling

Participants learn the Narrative Flow Structure and apply it immediately to a real leadership communication challenge they bring to the program. The focus is on building messages that are clear, audience-centered, and structured for impact across presentations, briefings, stakeholder conversations, and team updates.

03

Pillar 3: Executive Presence

This section addresses both the internal and external dimensions of how leaders show up in high-stakes moments, including vocal authority, physical grounding, and delivery habits that build or undercut credibility over time.

FULL-DAY AGENDA

The agenda below reflects the standard schedule. Timing can be adjusted for modified formats upon request.

TIME	SESSION	DESCRIPTION
8:30 – 9:00 AM	Arrival & Light Breakfast	Participants arrive and get settled before the program begins.
9:00 – 9:10 AM	Welcome & Program Overview	Facilitator welcome, brief introduction, and overview of the day.
9:10 – 9:40 AM	Improv Introductions	A warm-up activity where every participant speaks in the first 30 minutes. Sets the tone for a day built on practice and participation.
9:40 – 11:10 AM	Insights Discovery Debrief	Facilitated debrief of pre-work assessment results. Includes a structured activity and group discussion. Builds shared communication language for the full day.
11:10 – 11:25 AM	Break	
11:25 AM – 12:20 PM	Strategic Storytelling Framework	Introduction to the Narrative Flow Structure. Participants apply the framework to a real leadership communication challenge they bring to the program.
12:20 – 1:05 PM	Lunch	Unstructured time to eat, connect, and recharge.
1:05 – 2:20 PM	Practice Round 1: Small Groups	Five pods of four. Each participant delivers and receives peer and facilitator feedback. Focus: message structure and clarity.
2:20 – 2:35 PM	Break	
2:35 – 3:20 PM	Executive Presence	Vocal authority, physical grounding, and showing up with intention when the stakes are high.
3:20 – 4:20 PM	Practice Round 2: Full Group	Every participant delivers a 2-minute presentation to the full cohort with 1 minute of facilitated feedback. Framework and presence, fully integrated.
4:20 – 5:00 PM	Integration & Close	Participants complete their 90-Day Practice Guide and share one commitment before the program closes.

LEARNING OUTCOMES

By the end of the program, each participant will be able to:

- Apply the Human-Centered Strategic Storytelling Framework to any leadership communication context, including presentations, executive briefings, stakeholder conversations, and team updates
- Build a clear, audience-centered message from a real leadership experience using the Narrative Flow Structure
- Deliver that message with vocal authority, physical grounding, and intentional structure
- Identify the specific delivery habits that affect how they are perceived under pressure and practice adjusting them
- Give and receive structured communication feedback using a shared language
- Use their Leadership Storytelling Toolkit to continue developing independently for the next 90 days

WHO THIS PROGRAM IS FOR

The Public Speaking Practice Lab is designed for any leader an organization wants to invest in. The program works across levels and functions and is most effective when participants share a development goal, not necessarily a title or department. Organizations have used this program to develop:

- Executive and senior leadership teams
- High-potential director and manager pipelines
- ERG leadership cohorts
- Women in leadership programs
- Cross-functional teams from across business units or geographic locations
- Any group of leaders the organization wants to communicate with greater clarity, confidence, and credibility

There is no single profile for who benefits from this program. If the leaders you are investing in need to influence, persuade, present, or advocate at any level of the organization, this program was built for them.

LEADERSHIP STORYTELLING TOOLKIT

Every participant receives a complete Leadership Storytelling Toolkit, a set of practical tools designed to support continued skill development for 90 days after the program.

Everyday Public Speaking Coaching Cards

A physical card deck built on the Human-Centered Strategic Storytelling Framework. Each card includes a story structure, an audience-centered prompt, or a trigger question to help leaders identify which story to tell at a given moment.

The Influence Brief

A one-page pre-communication planning tool. Leaders use it before any high-stakes conversation to clarify their audience, goal, message, and ask.

The 90-Day Practice Guide

A structured post-program practice schedule with weekly story prompts, reflection questions, and self-coaching exercises.

Influence Map (Digital Access)

Access to yourinfluencemap.com, an interactive online tool that helps leaders map out a strategic approach and build a clear message for getting buy-in on their ideas.

Video Reference Series (Digital Access)

Short video modules covering the core frameworks from the program, available for reinforcement or onboarding new team members to a shared communication language.

The toolkit is also available for organizational licensing. Companies that complete a cohort can license toolkit components for broader team use, extending the program's reach without requiring full-day facilitation.

ABOUT SUMMER ALEXANDER

Summer Alexander is a leadership development facilitator, communication coach, and speaker with more than 15 years of experience developing leaders across four continents. She holds a Master's in Organizational Leadership and a certificate in Educating Adults from DePaul University, a DEI certificate from Stanford Graduate School of Business, and is a certified Insights Discovery and IDI (Intercultural Development Inventory) practitioner.

Summer has facilitated leadership programs globally and coached more than 125 leaders across industries. She is the founder of Simply Training Solutions and the creator of the Human-Centered Strategic Storytelling Framework, the Leadership Influence Style Assessment, and the Public Speaking Practice Lab.

INVESTMENT & LOGISTICS

Investment	\$3,750 per participant Maximum 20 participants per cohort
Smaller Groups	Custom pricing available for cohorts under 20 participants.
Insights Assessment	Included in program fee. Completed no later than one week before the program date.
Toolkit	Included for every participant.
Toolkit Licensing	Available separately for organizational licensing post-cohort.
Location	Facilitated on-site at your location or in Dallas, TX, at a Simply Training Solutions venue.
Travel & Expenses	Travel, accommodations, and venue costs are billed separately and outlined in your program proposal.
Post-Program	90-day follow-up survey included. Optional 60-minute group integration session available.

To reserve a date or schedule a discovery conversation, reach out at summera@simplytrainingsolutions.com or call 469-575-5719. We look forward to talking with you.

[simplytrainingsolutions.com](https://www.simplytrainingsolutions.com)