



# SERVICE PROSPECTUS.

For Students & Employees



WWW.SPKI.O

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# INTRO.

Our objective at SPK, is to equip the next generation with the tools to overcome glossophobia. SPK offers young adults the opportunity to develop their presentation literacy skills in a safe, supportive environment.

In our ever-changing and fast paced international community our goal is to empower our future business leaders, creators and innovators to become effective communicators, and knowledge sharers with the professional environment. We believe that with the right techniques, anyone can communicate their ideas confidently and clearly, no matter their background or experience.

At SPK, we understand the evolving needs of today's businesses, particularly in industries like Finance, Tech, and STEM, where clear and compelling communication is crucial. With a workforce increasingly composed of Gen Z employees and non-native English speakers in a multinational environment, the ability to present ideas effectively has never been more important.

Our Presentation Literacy Course is designed to upskill your students/employees, empowering them with the tools and confidence to communicate their ideas with clarity and impact. Over an intensive 8-hour program, we provide evidence-based, hands-on training that goes beyond traditional methods. The course is tailored to the unique needs of Gen Z and non-native English speakers, ensuring it resonates with their learning styles and communication needs.

By participating in this course, your students/employees will gain:

- **Enhanced Communication Skills:** Techniques to structure and deliver presentations that engage and persuade diverse audiences.
- **Increased Confidence:** Practical strategies to overcome language barriers and cultural nuances, fostering a more inclusive and effective communication style.
- **Industry-Relevant Expertise:** Customized content that addresses the specific communication challenges in finance, tech, and STEM fields.

Investing in this course will not only improve individual performance but also elevate your company's overall communication standards, leading to better collaboration, innovation, and client engagement.

# HOW WE DO IT.

## Public Speaking

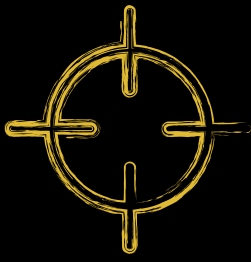
Public speaking is defined as the skill to speak effectively and confidently in front of a large crowd



## SPK.

Presentation Literacy is a superpower to pitch your ideas, accomplish your dreams & elevate your future

We present a unique and innovative Presentation Literacy course for your employees. This course, distinct from traditional public speaking classes, is designed to equip students with the skills necessary to effectively create and deliver presentations in academic, professional, and personal contexts. Our course is specifically tailored to meet the needs of Generation Z and neurodiverse individuals.



## FOCUS

The courses focuses on building Credibility, Connection and Coherence otherwise known as Ethos, Pathos and Logos. Using Pop-culture, real life examples around iconic tech launches and the most popular **TED**Talks we use student centric methods aimed at engaging the senses and accommodating for the neural diverse to foster a growth mindset.

## TARGET AUDIENCE

# Gen-Z



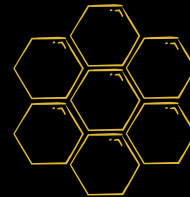
## DURATION

# 8hrs



## STRUCTURE

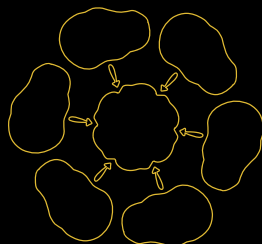
The course content is derived from MIT's highly regarded frameworks, ensuring a rigorous and research-backed approach. Featuring Technical elements, workshops, knowledge sharing sessions, lectures and assignments.



## CONTENT

Aristotle's rhetoric:

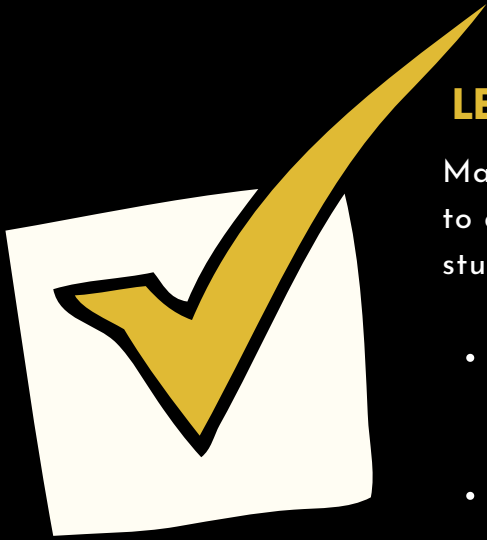
- 1.Credibility - Ethos
- 2.Connection - Pathos
- 3.Coherence - Logos
- 4.Cultivate



## TEACHING METHODS

- Interactive - Methods that engage and resonate with Gen Z's learning preferences for example:
  - Use of technology and digital platforms - Gamification of theory and concept explanation.
  - Self Explanation - Short presentations exploring concepts.
  - Spaced learning - Group Exercises where students work together on a real work case study.
  - Guided discovery - Virtual field Trip
  - Nuerodivergent friendly using - UDL methodology





## LEARNING OUTCOMES

Many different skills contribute to a professional's capacity to communicate well. By the end of the course students/employees will be able to:

- Apply the basic principles of persuasion to presentation literacy.
- Create impressive formal and informal presentations that demonstrate credibility, build audience connection and are delivered coherently.
- Give and receive feedback that will improve yours and others' communication.
- Work effectively with others in small groups or teams in presentation planning.
- Confidently communicate to a wide variety of audiences.

# IMPLEMENTATION.

Our Presentation Literacy Course is designed for seamless integration into existing training programs within multinational companies, ensuring that it complements and enhances the current professional development initiatives. Here's how we ensure flexibility and accessibility for a global workforce:

## **1. Flexible Delivery Options:**

The course is available in a fully remote format, utilizing interactive online platforms that allow participants to engage in real-time from anywhere in the world. This ensures that employees across different locations can access the training without the need for travel or physical attendance.

## **2. Time-Zone-Friendly Scheduling:**

We recognise the challenges of coordinating training across multiple time zones. Therefore, we offer flexible scheduling options that accommodate global teams, with sessions available at various times throughout the day to suit participants in different regions.

For schools/companies with highly diverse time zones, we can arrange multiple cohorts of the course, each tailored to specific geographic regions, ensuring that every employee can participate without disrupting their regular work schedules.

## **3. Customisation and Integration:**

Our course content can be customised to align with the specific communication challenges and cultural nuances of your workforce. This ensures that the training is relevant and impactful, addressing the unique needs of your team.

We also work closely with your L&D or HR departments to integrate the course into your existing training programs. This includes syncing the course with your company's learning management system (LMS) for easy tracking of employee progress and outcomes.

## **4. Scalable Solutions:**

We offer group discounts and tailored packages to make it easy for companies to roll out the training across multiple departments or locations.

By providing a flexible, accessible, and customisable implementation plan, we ensure that our Presentation Literacy Course fits seamlessly into your organisation's training ecosystem, delivering maximum impact with minimal disruption to your operations.

# BENEFITS.



## Enhanced Communication Skills

- Develop the ability to create compelling narratives and persuasive arguments.
- Improve verbal and non-verbal communication techniques.

## Increased Confidence

- Gain confidence in presenting ideas clearly and effectively in various settings.
- Overcome anxiety and improve public speaking abilities.
- Increased tenacity in the workplace

## Career Readiness

- Prepare for professional environments where presentation skills are crucial.
- Stand out in job interviews, networking events, and corporate meetings.

## Academic Excellence

- Enhance performance in academic presentations, seminars, and group discussions.
- Improve grades and feedback on assignments that require strong presentation skills.

# WHY US?

At SPK, we recognise that in the fast-paced and highly competitive Fintech and STEM industries, effective communication is not just an asset—it's a necessity.



**Tailored for Tech-Savvy Professionals:** We understand that Gen Z employees in Fintech and STEM are digital natives who thrive on innovation and efficiency. Our course is crafted to resonate with this audience, focusing on practical, tech-driven communication strategies that align with their learning styles and professional environments.

**Empowering Non-Native English Speakers:** In a globalized workplace, clear communication is critical. Our course offers targeted support for non-native English speakers, equipping them with the confidence and skills to articulate their ideas fluently and persuasively in multinational settings.

**Boosting Career Growth:** Presentation skills are directly linked to career advancement. By mastering the art of effective communication, employees can enhance their professional presence, influence decision-making, and contribute more significantly to their organizations' success.

**Driving Business Results:** Our evidence-based approach ensures that employees are not just learning theory—they're gaining actionable skills that lead to better business outcomes. Whether it's securing investment, leading a team, or pitching a product, our course prepares employees to deliver high-impact presentations that drive results.

**Flexible and Accessible:** Understanding the demands of modern workplaces, we offer flexible delivery options, including virtual sessions, hybrid models, and in-person workshops, to suit the diverse needs of businesses and their employees.

In conclusion, investing in SPK's Presentation Literacy Course is an investment in your company's future. By equipping your employees with the communication skills they need to succeed, you'll foster a more innovative, collaborative, and productive workforce—ready to meet the challenges of tomorrow's business world.

# THE TEAM.



**KLEON**

**FOUNDER/ INSTRUCTOR**

With over two decades of experience in Engineering, Finance, and Data in London, Kleon understands the importance of clear communication. While technical skills are crucial, presenting ideas confidently is essential. Kleon has honed his presentation skills in corporate settings. He aims to empower the next generation to express themselves effectively, ensuring their voices resonate and are truly heard.



**MELISSA**

**OPERATIONS OFFICER**

A qualified mental health first aider with exceptional logistical and organizational skills, Melissa brings over 20 years of corporate experience and a strong background in Presentation Literacy. She connects with people, has a great sense of humor, and is your main point of contact throughout your SPK journey, ensuring a smooth and engaging experience.



**ANDREA**

**CREATIVE OFFICER**

A neurodiverse individual with a unique way of thinking, Andrea combines curiosity and creativity to solve problems from unexpected angles. Leading the online infrastructure and research efforts, she builds efficient systems and unearths valuable insights. Her innovative approach will be your technical support throughout your SPK journey, ensuring all your needs are met.

# PRICING STRUCTURE.

<b>Business Size (Employees)</b>	<b>1- 3 Employees</b>	<b>4 - 6 Employees</b>	<b>7 - 9 Employees</b>	<b>10 - 12 Employees</b>
<b>Micro (1 - 9)</b>	695	695	695	
<b>Small (10 - 49) *</b>	950	900	850	800
<b>Medium (50 - 249) *</b>	1050	1000	950	900
<b>Large (250+) *</b>	1150	1100	1050	1000

\*All prices charged in USD and exclusive of at VAT 20%

Please contact us for corporate packages for in person training for groups in excess of 12

\*Contact us for discounts on long term partnerships or graduation programs, bolt-on or installment plans.

# MAKE YOUR MOVE.

By offering this Presentation Literacy course, we can provide your students/employees with invaluable skills that go beyond traditional public speaking.

We are excited about the opportunity to collaborate with your esteemed institution/company and contribute to the success and confidence of your students/employees.

*Kleon*



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## GET IN TOUCH.

 [hello@spki.io](mailto:hello@spki.io)



[www.linkedin.com/company/spkiio](https://www.linkedin.com/company/spkiio)