



Graduate
Business
School



Professional Programs

Managing your Performance: Acting Strategies for Leadership Seminar

This hands-on seminar provides educators, learners, and managers with strategies, skills, and techniques that will allow them to step out of their comfort zone as they engage in activities that require communicating to individuals as well as small and large audiences. It is based on proven exercises previously conducted in Puerto Rico, Chile, Ecuador and the U.S. It is a workshop that provides performing arts strategies for the professional manager who wants to effectively communicate and engage customers, colleagues, employees, and supervisors.

Purpose

This workshop seeks to provide professionals with performing arts strategies to enhance their productivity in any field well to improve public speaking skills.

The voice is a key component for a successful public speaking experience. The voice is used in every setting and it is often neglected by most fields of study. We need to learn to manage the voice and the body language in our classrooms as well as in meetings, conferences and panels. The workshop seeks to train participants through dynamic, coherent and persuasive interactions and through the learning process of silences, tones and rhythms of the spoken voice, as well as the gestures and non-verbal communication that complement the verbal cues.

The ability to orally communicate is vital for the professional success. The interdisciplinary approach of teaching business communication, the performing arts and performance will result highly innovative and productive for the participants of the workshop when it comes to improving the projection of their ideas and their interaction in diverse forums.

Audience

The seminar is designed for professional in all fields, but in particular for professionals, entrepreneurs or small business owners with

- Significant daily face to face interactions with customers.
- Continuous face to face communication, such as negotiating, delivering instructions, leading meetings and giving presentations.
- Significant roles related to public speaking.

Objectives

- Learn and practice performing art strategies, and improvisation to improve communication skills, and to produce a more natural, persuasive and spontaneous communication.
- Work with active and understanding listening as a key element for a quick and effective response.
- Use of personal abilities to tolerate uncertainty, face the unexpected, and adapt to change.
- Encourage discussion of non-traditional strategies with the goal of positive and actively affecting the teaching/learning process.
- Promote interdisciplinary approaches as an element of the teaching/learning process.

Course Outline/Topics

- Theoretical Framework for Body Language Awareness Field
- Soft skills
- Leadership
- Public speaking skills
- Stage Fright
- Performing arts
- Improvisation
- Innovation

Instructional Methods:

The proposal consists in a practical and interdisciplinary workshop that integrates the voice, the body, the meanings and communicating without words, through interactive exercises, demonstrations, simulations and discussions designed to share tools and performing art strategies and improvisation. The purpose is to raise awareness of the body language, sensibility, empathy, to develop communication, reflection and analytical skills (textual, verbal and non-verbal), and resolve conflicts and encourage innovation.

Contact hours: 24 (three days) / Cost: \$600

Instructors

Camille Villafañe Rodríguez is Associate Professor of the College of Business Administration of the University of Puerto Rico, Río Piedras Campus, where she leads the Accreditation office. She holds a post-doctorate degree in International Business from the Warrington College of Business of the University of Florida, Gainesville. She is also holds Ph.D. and a Master's Degree on Hispano-American and Cultural Theory from the Arizona State University. Her research and teaching experience are distinguished for the combination of interdisciplinary elements. Dr. Villafañe has offered workshops with the purpose of creating body awareness, sensibility, empathy, develop communication, reflection and analytical skills – textual, verbal and nonverbal - , conflict resolution and encourage innovation.



Anamari Irizarry holds a post-doctorate degree in Marketing and Management from the University of Florida at Gainesville, and a Ph.D. in Linguistics and Creole Languages from the University of Puerto Rico. She currently teaches Business Communication at the College of Business Administration, University of Puerto Rico. She has taught numerous undergraduate courses focused on communication, research, public speaking, career development and writing skills. She has provided academic service to the School through the Career Development Center assisting students in their job seeking skills and providing workshops on résumés and interviewing skills to the whole university community. Her research interests are intercultural and managerial communication, communication competencies, international business and performing arts integrated to business skills.