



**DOCTORAL SCHOOL OF THE INSTITUTE
OF IMMUNOLOGY AND EXPERIMENTAL THERAPY
POLISH ACADEMY OF SCIENCES**

Rudolfa Weigla 12, 53-114 Wrocław, Poland szkoladoktorska.hirszfeld.pl

Doctoral School Syllabus

Course Title	The Power of Charisma
Form of classes	Workshop
Lecturer	Dr hab. Marta Kaszowska
Number of hours	10
Subject status	Optional
Languages of classes	English
Entry requirements	None
Course description	The aim of this training is to develop participants' communication skills, enhance personal charisma, and strengthen confidence during public speaking and presentation. Interactive methods: practical exercises, individual and group work, performance practice, trainer and peer feedback. They support participants in developing conscious communication skills and refining their personal presentation style. WORKSHOP MODULES: 1. Let's get to know each other (2 h) Objective: Build rapport and create a comfortable learning environment Content: • ice-breakers and introduction exercises • identifying individual communication styles • understanding first impressions • building confidence when speaking in front of others 2. Be Charismatic (2 h) Objective: Develop core elements of charisma Content: • elevator pitch – how to create a short, impactful self-presentation • research, process, post-communication: o preparing your message, • communication structure,



	• maintaining relationships after interaction techniques for capturing and maintaining audience attention 3. Charisma in Body Language (2 h) Objective: Use body language effectively to support communication Content: • model: head – hands – hips – feet – charismatic frame • posture and presence in communication • gestures that strengthen your message • mimic processes (mirroring) to build connection • practical exercises and analysis 4. Charisma in verbal messages (2 h) Objective: Create inspiring and engaging verbal communication Content: • communicating vision clearly • building inspiration in your message • adapting communication to the audience (personalization) • storytelling and emotional language practical speaking exercises 5. Self-confidence during the presentation (2 h) Objective: Strengthen confidence in public speaking Content: • preparation for public speaking • managing stress and stage fright • mirror method for self-practice • elements of a successful speech • individual feedback
Learning outcomes	Upon completion of the workshop, participant will be able to: • communicate ideas clearly and effectively in both individual and group settings, • demonstrate increased confidence when speaking in public and delivering presentations, • apply techniques for building and expressing personal charisma, • create structured, concise, and engaging messages tailored to the audience, • use body language consciously (posture, gestures, presence) to strengthen communication, • apply mirroring and interpersonal techniques to build rapport,



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	• design and deliver an effective elevator pitch, • incorporate elements of vision, inspiration, and personalization into verbal communication, • manage stress and physical symptoms of stage fright during presentations, • prepare and deliver a structured and impactful presentation using proven methods, • give and receive constructive feedback to improve communication performance, • reflect on and refine their personal presentation style. P8S_WG, P8S_UW, P8S_UK, P8S_UO, P8S_UU, P8S_KK
Method of verification of learning outcomes	Active participation in the workshop: 5x2h
Supplementary literature	-
Additional information	The course is delivered by the personal development coach.

