

CREATE is a very short workshop on oral communication for technical experts and subject matter experts in any department in Airbus. It is a pragmatic, hands-on program designed to give participants the essential skills to communicate complex ideas clearly, concisely, and confidently, with or without slides. It emphasizes simplifying messages through audience point-of-view analysis, storytelling, rhetoric, body language, and the engaging use of voice tones. Focusing on a specific professional subject, participants will learn from and receive feedback from the trainer, group members, and above all, guided self-analysis from 4 filmed activities.

Objectives: To develop the ability to simplify professional oral communications by adopting an audience-focused approach, ensuring clarity and effectiveness during verbal interactions.

Short Footprint: Unique approach of 2 individual 45-minute sessions and 1 full day group workshop using structured video self-analysis with coaching and peer debriefs.



Simplifying with the APT WORKSHOP

Communication, Rhetoric & Engagement for AIRBUS Technical Experts



45 minutes

Analyze

10-min presentation
35-min individual
debrief session



1 day

Progress

group
APT workshop
face-to-face course



45 minutes

Transform

individual debrief
and autonomous
Action Plan Tool

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PREPARE a short specialized professional subject to present face to face. 10 minutes and 5 slides maximum.

1

INDIVIDUAL filmed presentation: 10 minutes
Coaching Debrief: 35 minutes

2

GROUP training workshop full day: Audience Point-of-View analysis, messaging, structuring by storytelling, slides, voice, and body language: 1 day

3

INDIVIDUAL debrief session of filmed exercises and autonomous Action Plan Tool: 45 minutes

PREREQUISITES

Mastery of English. Prepared short 10-minute professional subject (5 slides max) to present with and without slides. With the goal to simplify.

Target Population

Any personnel needing to convey ideas clearly and effectively, with or without slides.
Max participants: 10

