

**Carmela Valente**

## Meeting with a public speaking specialist

«*The ability to speak well in public is the most important skill a leader in politics or in the business world should have.*» *Aram Bakshian – American writer and critic*

**Grand Angle :** Carmela Valente, you are a professional actress. What brought you to specialize in the training of executives and company directors?

**Carmela Valente :** I observed, during my acting career, that some actors had a magnetic power on their audience while others paled in comparison. That is to say that the same text could be sublime or boring depending on who interpreted it. I had the opportunity to frequent stars, such as Robert de Niro, Isabella Rossellini or Monica Bellucci and I was intrigued by the aura and presence that some seem to have naturally.

In 1992, when I started coaching managers I noticed the same situation in the business world.

Some executives or captains of industry are charismatic leaders, while others are more self-effacing. So I decided to carry out some research on the issue and realized that it was possible to develop these qualities. Hence, the Acting Method was born “Acting skills for managers and leaders.”

**G.A. :** What makes your method different from classical methods?

**C.V. :** My experiences as a director and a playwright, as well as an actor, have given me an insight that I have been able to adapt in order to develop a workable method for the business world.

I have a director’s perspective when I coach, consequently I know how to put the person I have in front of me in his or her best light in a professional context.

The exercises have been designed in a very precise order that allows each individual to gain in self-confidence and to overcome their inhibitions.



*Carmela Valente*

*Acting Skills for Managers*

The principal problem that we face is well known in the artistic business : stage fright. Sales Directors, team leaders or executives all suffer from nervousness when performing in front of an audience. The best way to conquer stage fright is to know what you are talking about.

One of the key factors is knowing how to start a successful performance.

As Sir Winston Churchill said «we only have one chance to make a good first impression !»

Another strategic factor when speaking in public is to have a good storyline. What makes a good movie is the story ! It's the same with a presentation or a speech : it must be carefully constructed to arouse interest, convey a clear message and convince using the right terms. I have developed a process which enables the user to prepare a text within a few minutes.

Another key benefit of our approach is to develop presence and charisma, thanks to acting skills such as the ability «to own the space» in which one is speaking. I train my clients in techniques well known to actors and stars until they master them. Authority and presence depend on how the speaker sounds, so it is key to understand how the voice works and to learn to develop the power of one's voice. My method provides the tools to communicate with impact.

Conviction is doubtless most important characteristic that a speaker, salesperson or negotiator can have. We apply all our know-how to increase this power of persuasion, so that, as one of my clients wrote to me : «the result is a pure success, they came with their ideas and left with mine.»

Last but not least, a point on which we place great emphasis : make an impression and succeed with style!

**G.A. : What is the profile of your clients?**

**C.V. :** There has been a real evolution. When I began in 1992, my customers were mainly company directors and chairmen of multinationals.

Over time, demand has widened across the corporate sphere, as well as at all levels of the corporate hierarchy. Executives have become aware of the importance of their communication in its most daily aspects: client relationships, negotiation, telephone conversations . . .

Our customers range from managers of SMEs/ SMLs; executives of major groups such as Bolloré, Fleury Michon or Essilor; foremen of La Sade (a subsidiary of Véolia); sales people; lawyers; chartered accountants; notaries; solicitors; elected representatives; to people from the fashion or luxury goods industries. I recently gave a course in your beautiful region to the Executive Committee of the Beauvais Hospital.

**G.A. : Are there “tricks” to enhance public speaking?**

**C.V. :** Of course, there are tricks but the key and by far the most important factor is to feel at ease with oneself, while respecting the audience's expectations. My role is to emphasize your presence and professionalism so that it is your message they recall.

*Get your message across  
and win over your audience !*

**ACTING  
METHOD**  
International 