

## YouTube Video Activity MT1.1\_2

**Video Title:** [“How to Speak So That People Want to Listen” by Julian Treasure | TED Talk](https://www.youtube.com/watch?v=elho2S0Zahl)

**Link:** <https://youtu.be/elho2S0Zahl?si=R297aY-QE1VtLagZ>

**Duration:** 9 Minutes

### Objective:

- To help participants understand how to improve verbal communication by learning techniques for speaking in a way that captures and maintains attention.
- To explore the key elements of effective verbal interaction, including tone, pace, and body language.
- To provide practical tips for mastering verbal communication in both personal and professional settings.

### Instructions:

#### 1. Prepare to Watch:

Ask participants to sit in a quiet, focused space. Encourage them to take notes during the video on the specific strategies for effective speaking that the presenter, Julian Treasure, introduces.

#### 2. Watch:

Play the video, and ask participants to focus on:

1. The “Seven Deadly Sins” of speaking that Julian Treasure explains.
2. The tools and techniques he suggests for becoming a more engaging speaker, such as vocal tone, pitch, and pace.
3. How these strategies can be applied in conversations, negotiations, and presentations.

#### 3. Reflect:

After watching the video, give participants 5 minutes to reflect on the following:

1. What were the key insights that resonated with you?
2. How could you apply these techniques in your next conversation or presentation?
3. Are there any “speaking sins” that you are guilty of, and how could you change them?

#### 4. Group Discussion:

Lead a group discussion where participants:

1. Share their thoughts on how these techniques can improve verbal communication.

Attachment to MT  
Task 2.3





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2. Discuss how mastering tone, body language, and pace impacts their ability to be heard and understood.
  3. Identify specific situations where they could use the tips from the video to enhance their communication skills.
5. **Practice:**  
If time allows, break participants into pairs or small groups and have them practice speaking for 2 minutes using some of the techniques from the video. Afterward, they can provide feedback to each other on what was effective.

This video activity will help participants understand the importance of how they speak, not just what they say, in mastering verbal communication. By reflecting on and practicing the techniques shared by Julian Treasure, they will be better equipped to communicate effectively in both personal and professional contexts.

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