

2017

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## **2 Days workshop**

How are you perceived?  
What does your communication style look like?



## Red Rabbit Project

Technology and the ways we do business are changing every day. The one thing that will never change is that we are doing business with people and our abilities to communicate will always be at the forefront of success.

At The Red Rabbit Project, we don't believe in a codified language that is a one size fits all. We believe that you are the individual your company has chosen to represent its business. Your expertise and personal ways of communicating your message are what make you valuable to your organization. Being confident in that ability is what our workshops explore.

Presence: What it means, why it matters and how to improve it.

What is presence? We often hear about it as some elusive characteristic that certain individuals emit. Presence is something that we all embody, in fact becoming aware of how we are perceived and how we connect with people is essential in the awareness needed for anyone wishing to present their ideas to one individual, a work culture or an auditorium filled with people. Practiced presence combined with our personal expertise and skills is a winning combination.



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## Workshop



Actors spend their entire careers learning about themselves. It is an ongoing exploration of discovering and uncovering more and more details that help us to connect with our audiences. It is rare that most of us get this opportunity to delve into ourselves and really look at what our assets are as communicators.

This unique boot camp will allow you to experience how your personal presence is felt so that you can use it to connect with the most important language there is for not just our workplace but all of life and that is the art of connection!

Since we started bringing our workshops to the business world, we have had the pleasure of training managers and executives both in Canada and abroad. Come and discover your inner performer with the coaches who train some of your favorite actors, dancers, musicians and circus artists!





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## Coaching and personal development workshops

- Each workshop is lead by several Master coaches
- The theatrical tools that we work with allow to uncover each individual strengths as a communicator
- Exercises are based on the Observer-Observed
- Self awareness holds the key to true connection





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## Boot camp Objectives:

- Reinforce self-awareness and its impact on others
- Put your best self forward
- Use your presence to connect
- Make your personal link work for you
- Master efficient communication in any context
- Feel grounded and confident in every situation



## Day 1 – First part: Getting Ready

- Putting your best self forward :

As actors, we realize that there is no better training tool than having directors and collaborators watch us work and give us feedback on our delivery. There is always a truth in the way we touch people or don't touch people and this honest assessment is step 1 in understanding how and if we are really connecting with our audience.

- The Observer -Observed

It is remarkable what we can learn by watching someone else performing a given task. It is often easier to see things on others as we don't have the same preconceived notions that we have of ourselves. It is also fascinating to see how others observe our behaviors and perceive our intentions.

- How are you perceived?

This simple and yet complex question is what we explore. Our objective is to help identify the characteristics you need to work on and be as confident as you can be as a communicator.



## Day 1 – Second Part: Getting Set

- Going one step further

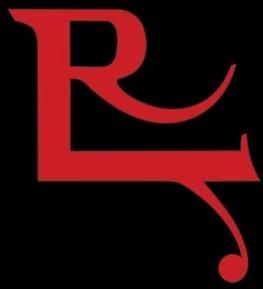
We will delve further into sensorial exercises that allow participants to have a better understanding of what it is to be in their bodies and of how their energy affects everyone who they come into contact with.

We will also look at pitching ideas working with nonsensical texts and see if we can clearly deliver an intention to our audience.

This allows us to see the links between the power of vocal range, physicality and clear intent behind the message.

We will look at the power of pausing, silence and connection, and body-awareness strategies to correct unnecessary tensions.

The more natural and uncalculated your movement and expressions are, the more likely the audience is to feel a real connection.



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## Day 2: Go! Action!

### ➤ Practice

All participants will present an idea they would like to practice in front of a live audience. IE: They will present an idea or pitch, speak to future investors, mentor new talent, introduce fresh new ideas to change management, boost a team that has lost its enthusiasm and etc.

The coaches will give feedback on the presentations in much the same way they would give feedback to an actor.

Feedback will be given on their presentation in terms of: physicality, non-verbal's, energy, voice, expressiveness, sincerity, emotional connectivity and originality. Once again participants will be asked to play an active role in giving honest feedback on each presentation along of course with the coaches.

The discoveries made in this experiential boot camp allow you to identify the characteristics that make you a strong communicator and give you the confidence to connect with your team, audience, shareholders ...



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## Conclusion:

Allowing participants to discover the theatrical tools we work with, explore them in a variety of ways and then put them into actual practice, is a sure-fire way of understanding how actors work to get to the stage for their final performance. These tools allow you to discover how you are perceived and how your presence affects others.

Actors spend their entire careers learning about themselves. It is an ongoing exploration of discovering and uncovering more and more details that help us to connect with our audiences. It is rare that most of us get this opportunity to delve into ourselves and really look at what our assets are as communicators. This unique workshop will allow you to experience how your personal presence is felt so that you can use it to connect with the most important language there is for not just our workplace but all of life and that is the art of connection!



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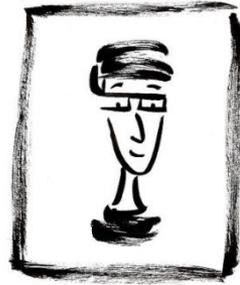
- We are a performance and coaching collective comprised of artists trained and actively involved in the performing arts.
- have been coaching renowned stage performers in Europe, Canada and the USA: Le Cirque du Soleil, The National Theatre school of Canada, The Limon Institute (New York), ...
- As well as corporate executives and thought leaders : EDF, Orange , Bell Canada, Indigo, Dentsu-Aegis N, John Molson Business school (EMBA)..



***Carole Bitoun***  
(co-founder)  
Strategy



***Charmaine Leblanc***  
(co-founder)  
Voice



***Danièle Deblois***  
Postural drawing



***Sandy Silva***  
Physical dexterity  
and concentration



***Michoue Sylvain***  
The complicity between  
gesture and words



# Testimonials

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"I have attended many workshops in communication skills throughout my career, and I must say I was very impressed by the Red Rabbit Project. The coaches – true artists – bring so much value to the training, and give a brand new outlook to the behaviors and manners we use to communicate. I learned a lot during this session and use these new techniques on regular basis!" *Solenne M, Global Communication Director, SAP AG*



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*“Personal finances: two simple words that talk about trust and one on one conversations.*

*Public speaking: two simple words capable of provoking negative physical reactions despite experience.*

*Red Rabbit: the team that got me out of my comfort zone to face a common fear. They taught me to breathe and made me aware of the physicality that comes with public speaking.*

*I am very happy and proud to report that the presentation I gave 2 days after my first atelier was well received. Actually, I got positive reviews for days!*

*A lot of thought was put into the message but the lessons learned from the professionals at Red Rabbit gave me the tools to engage and offer a smooth delivery.”*

- *Dominique Vincent, Vice-présidente Portfolio Manager, 3Macs a division of Raymond James Ltd.*



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*"En affaires, on nous dit que le regard des autres sur nous-mêmes est déterminant. Or on en oublie la vraie perception de nous-mêmes au détriment du jeu de rôle ; le personnage que l'on veut se donner ; celui qui prend le dessus sur notre vraie nature.*

*Red Rabbit Project nous invite vers la connaissance de soi afin de se libérer, de prendre conscience de ce que l'on projette et d'éviter de tomber dans l'excès, éviter ainsi de paraître ce que nous ne sommes pas.*

*L'Atelier m'a permis de faire une introspection de moi-même à travers des outils peu communs, ou du moins peu exploités dans notre milieu d'affaires : les arts théâtraux. Je remercie particulièrement l'équipe pour la qualité de l'évènement et pour leur approche disruptive."*  
*Jérémy Paris, Stratège, Youville*



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*« L'atelier Red Rabbit m'a permis de faire une introspection constructive et d'apprendre à contrôler certains aspects comportementaux pour parfaire ma prestance dans mes présentations publiques, tant à l'ÉTS qu'au Centech. »*

*« The Red Rabbit workshop allowed me to become aware of certain behavioral habits that I wasn't conscious of. They gave me practical tools that I have since used daily in my presentations, and my teaching at ETS as well as when directing workshops at Centech. »* **Luc Giguère, Serial Entrepreneur, Start up Creator, Incubateur ETS CENTECH**



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*" I was blessed enough to follow a workshop offered by Carole and the Red Rabbit Project while attending the Executive MBA program at the John Molson School of Business.*

*I was pushed out of my comfort zone and experienced something both remarkable and life-changing. Although I am already a confident public speaker, the Red Rabbit Project experience taught me so much more about body language, physicality, breathing, presence, and first impressions.*

*The workshop allowed our cohort to experiment with new methods, normally reserved for actors and performers, to help us improve our leadership presence. Not only was this a fun and productive team building exercise, it was a lesson in humanity and humility. A truly wonderful experience! I would highly recommend Carole and her team for both coaching and branding exercises.*

*They are professional, competent, and enjoyable to work with. I hope to have the opportunity to learn more with them in the future. Thank you Red Rabbit ! "*

***Kaitlyn Robertson.Executive MBA à John Molson School Of Business - 2013-2015***



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*The Red Rabbit Project unique approach in communication skills helps complement this module and fits squarely in the new EMBA program's goal to form "complete executives", that is leaders with sound business acumen but with a well rounded education that enables them to be agents of change in their own organizations and communities..."*

*Jordan L. LeBel Director, Executive MBA Program, Director, John Molson School of Business, Concordia University*