

the performing  
**SMARTIST**

# Corporate Programming



Presentation Excellence, The Smartist Way

“

*Yasmeen has a special talent for bringing out the absolute best in every piece I've ever workshopped with her. She knows how to pull out your greatness, and provides a clear guide in getting there.*

**TOMI ADEYEMI**

TIME100, #1 NYT BESTSELLING AUTHOR

the performing  
**SMARTIST**

# Our Workshops



## **The SMART of Speaking** *Unlock Instant Presentational Confidence*

Our signature, confidence-boosting workshop. We give teams a chance to explore basic presentational skills with voice, body, and connection. Highly interactive and all in a judgement-free zone.



## **The Pitch Lab** *Curate a Win with a Compelling Story*

This workshop combines the power of storytelling, stagecraft, and pitch development to help professionals craft compelling, analytical narratives and deliver them with confidence.



## **Own the Virtual Room** *Master On-Camera Confidence*

Our workshop for presentational excellence in the digital age. We give teams a chance to explore online presentational skills with real-time mock camera work.

# The SMART of Speaking

## Unlock Instant Presentational Confidence With Your Body & Voice

### Overview

Our Signature Workshop! Give your community the gift of presentational confidence in a no-judgement environment. Be warned: this isn't one of those "mandatory-check-your-email-during" workshops. This is energy-packed, filled to the brim with physical warm-ups, engaging exercises, and honest reflection, all resulting in a career-shifting internal transformation... the true theatre way!

### Quick Facts

- **One** workshop (ranging from 2 hours to 2 days)
- Offered in-person, virtual, or a mix of the two
- Includes pre-session questionnaire and post-session self-assessment



### What We Cover

#### A - Align Your Body

- We will uncover the role of the body in public speaking, with an energizing theatre-based warm-up and postural alignment exercise

#### R - Refine Your Voice

- What you say is important, how you say it is the secret sauce. We'll use improv to explore and practice vocal projection and diction.

#### T - Take In Your Audience

- Whether you have an audience of 1 or 1,000, it is critical to engage them from beginning to end. We'll cover eye-contact, facial expression, and reading the room.

# The Pitch Lab

## Craft a Compelling Story that Leaves a Winning Mark

### Overview

Consultants and business leaders rely on data—but **data alone doesn't inspire action**. This workshop combines the power of storytelling, stagecraft, and pitch development to help professionals craft compelling narratives and deliver them with confidence. Participants will learn to structure a clear, persuasive pitch while applying performance techniques to enhance delivery and audience connection.

### Quick Facts

- **One workshop** (ranging from 2 hours to 2 days)
- Offered in-person or virtual
- Includes pre-session questionnaire and post-session self-assessment



### What We Cover

- **Story-Driven Pitching**
  - Weaving data, logic, and emotion into a pitch that resonates.
- **Commanding the Room**
  - Using voice, movement, and energy to engage and persuade.
- **Refining Core Messaging**
  - Structuring a pitch with clarity, conciseness, and impact.
- **Live Coaching & Rehearsal**
  - Delivering pitches with real-time feedback to fine-tune performance.

# Own the Virtual Room

## Master On-Camera Clarity, Confidence, and Charisma

### Overview

In today's digital-first world, strong virtual presence is essential. This interactive session equips teams with the skills to command attention, engage audiences, and project confidence on screen. Through simulation exercises and real-time mock recording, participants will learn techniques to keep audiences engaged, manage energy on camera, and deliver clear, compelling messages in remote settings.

### Quick Facts

- **One workshop** (ranging from 2 hours to 2 days)
- Offered in-person or virtual
- Includes pre-session questionnaire and post-session self-assessment



### What We Cover

- **Commanding Virtual Presence**
  - Techniques to appear confident, credible, and engaging on screen.
- **Tech & Setup Optimization**
  - How to use lighting, camera angles, and sound for optimal presence.
- **Voice & Energy Management**
  - Strategies to keep your audience engaged in virtual settings.
- **Overcoming Digital Distractions**
  - How to hold attention and drive engagement in online meetings.
- **Interactive Exercises & Feedback**
  - Participants apply techniques in real-time for immediate improvement.



# Add On: Full-Service Experience

Add On to Any  
Workshop!

## Overview

We're confident participants will leave our workshops totally energized, but they might feel unsure of how to apply their learnings. With our one-on-one Smartist Sessions, each team member will get 100% hands-on attention to fine-tune their presentational persona, and even test it on their real-work deliverables.

## Quick Facts

- **One** Group Workshop
- **Two** 1:1 Sessions per individual (45 min each)
- Self-scheduled with our team
- Offered in-person, virtual, or a mix of the two

## Sample Deliverables

We want to equip participants with real-time, tangible results they can show off in the workplace. 1:1 sessions will be tailored based on which workshop they follow.

A few example deliverables are:

- In-Person Engagements
  - Speeches & Keynotes
  - Networking Events
  - Presentations & Pitches
  - Interviews and Q&A
- A/V Engagements
  - Webinars
  - Virtual Present & Pitch
  - Media Training
  - Podcasts



# THE FAQs

## 01. Where do your offerings take place?

Our workshops and 1:1 sessions can take place in-person, virtually, or a mix of the two. No matter the way, we promise to make it engaging, insightful, and memorable for all.

## 02. How long are 1:1 sessions? Do they expire?

Each 1:1 session lasts 45 minutes. We have found this to be the sweet spot for getting out of your comfort zone while remaining energized!

The packages tend to span one quarter, though this can be tailored to your needs. Our clients love to renew quarterly to keep the good vibes flowing!

## 03. Is there a minimum number of participants you require?

Our corporate packages are welcome for teams of all shapes and sizes, though we do require a minimum of 5 participants.

## 04. Why should we pick you of all of the coaches out there?

Our approach uniquely stems from a performing arts background. We believe that biz pitches & presentations are no different than a Broadway show - engaging an audience from beginning to end is our lifeblood! Your team will probably feel the same way after their time with us.

## 05. How do I know if you're right for my company or team?

Let's chat! Send an email to [info@theperformingsmartist.com](mailto:info@theperformingsmartist.com) and we can discuss your needs, hopes & dreams for our time together.



# Meet Yasmeen



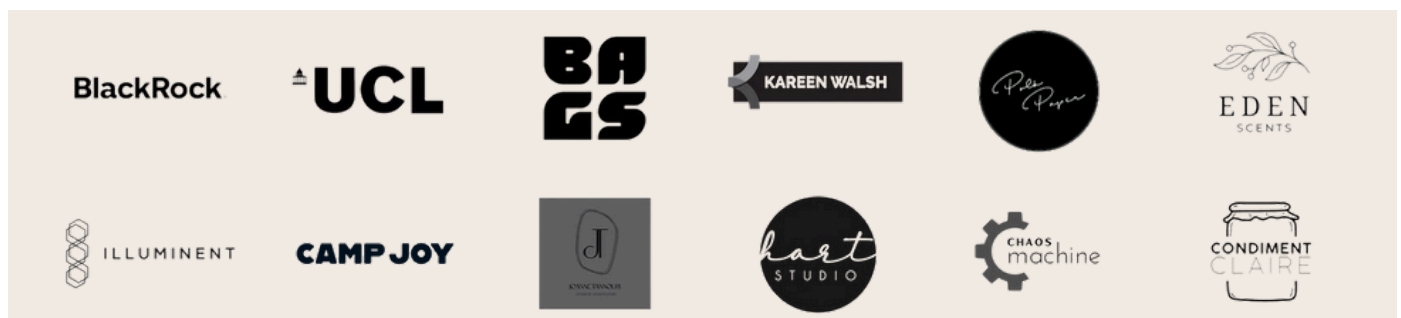
So happy to see you here.  
Who am I you ask? Let's summarize:

- I studied Psychology at **Harvard**
- I worked as an Account Executive at a top **Advertising Agency** in NYC
- I got my Masters in Acting at London's **Royal Academy of Music**
- I made my professional debut on London's **West End**.
- Now I'm living it up as a **presentation coach and brand strategist**.

A circuitous route with one common skill: **storytelling**. I love the science of stories and communication, and how we can use both to make a lasting impression. My goal is to get you and your team **speaker savvy, pitch perfect and camera confident**.

At The Performing Smartist, we believe that presenting yourself in the Smartist way possible is vital to securing business, sales, and lasting relationships. Communicating with an audience, of one or one thousand, is my expertise and favorite thing in the world. I can't wait to share my knowledge with your team.

## OUR CLIENTS



ACROSS SPEECH COACHING, WEB DESIGN & VIDEO EDITING

“

*The workshop was a masterpiece with valuable feedback for each participant. Thank you so much for your time and expertise.*

**ANNA SHICHANINA**

MSC ENTREPRENEURSHIP, UCL LONDON

the performing  
**SMARTIST**