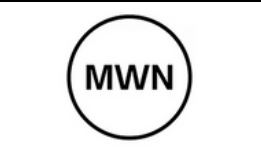




MWN Masterclass



# The Queen's speech

BY ELENA LANDER

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We speak to be understood, not to be perfect

# Public speaking



For many years, public speaking was mainly about technique: clear pronunciation, good articulation, and proper breathing. If you could speak correctly and confidently, that was often enough.

Today, that is no longer the case.

Being clear, simple, and polished is just the starting point.

To be recognized, remembered, and truly heard, a speaker must offer more.

What matters now is having a story, and knowing how to tell it well.

A powerful speaker captures attention, connects emotionally, and understands how the audience thinks and feels. Imagination plays a key role:

the ability to step into the audience's perspective, anticipate their reactions, and guide them through an experience.

# Task 1

## Task 1 – Write your story

Write a 30–60 second spoken introduction  
Choose one option:

Option A – Personal Story  
Introduce yourself

Option B – Brand / Work Story  
Introduce your brand

Option C – Present Challenge  
Introduce yourself through this sentence:  
“The challenge I cannot ignore anymore is...”

# Task 2

Task 2 – One minute on stage



# Acting

## Attention

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Use powerful openings to grab immediate interest. Use **up to 3 numbers**, keep the focus on **WHAT** you do, not **HOW** you do it or what you feel

## Imagination

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Thinking outside the box, **imagine yourself as someone else** WATCH THIS!

## Action

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Use the power of **psychophysical actions**



# Storytelling

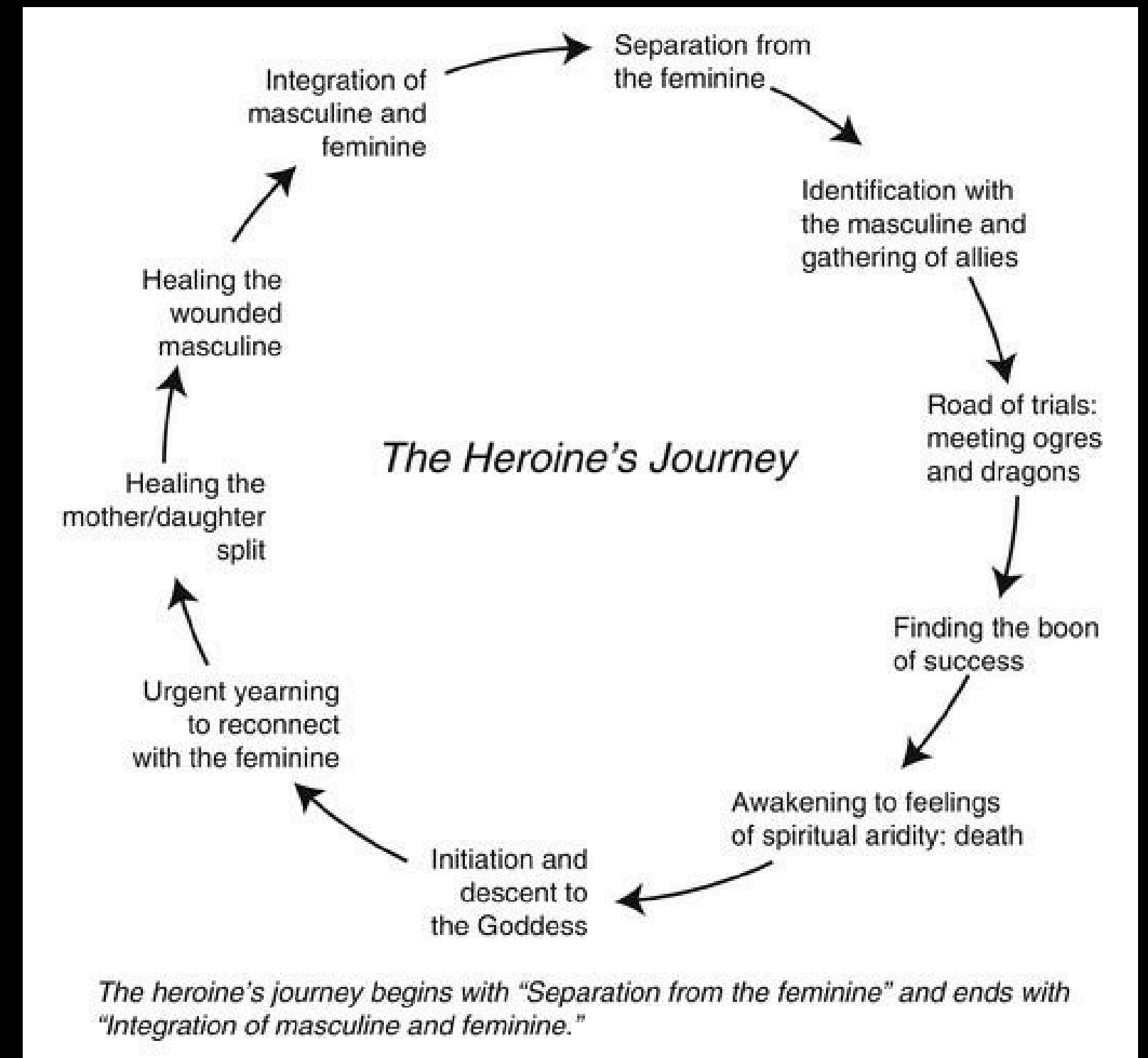
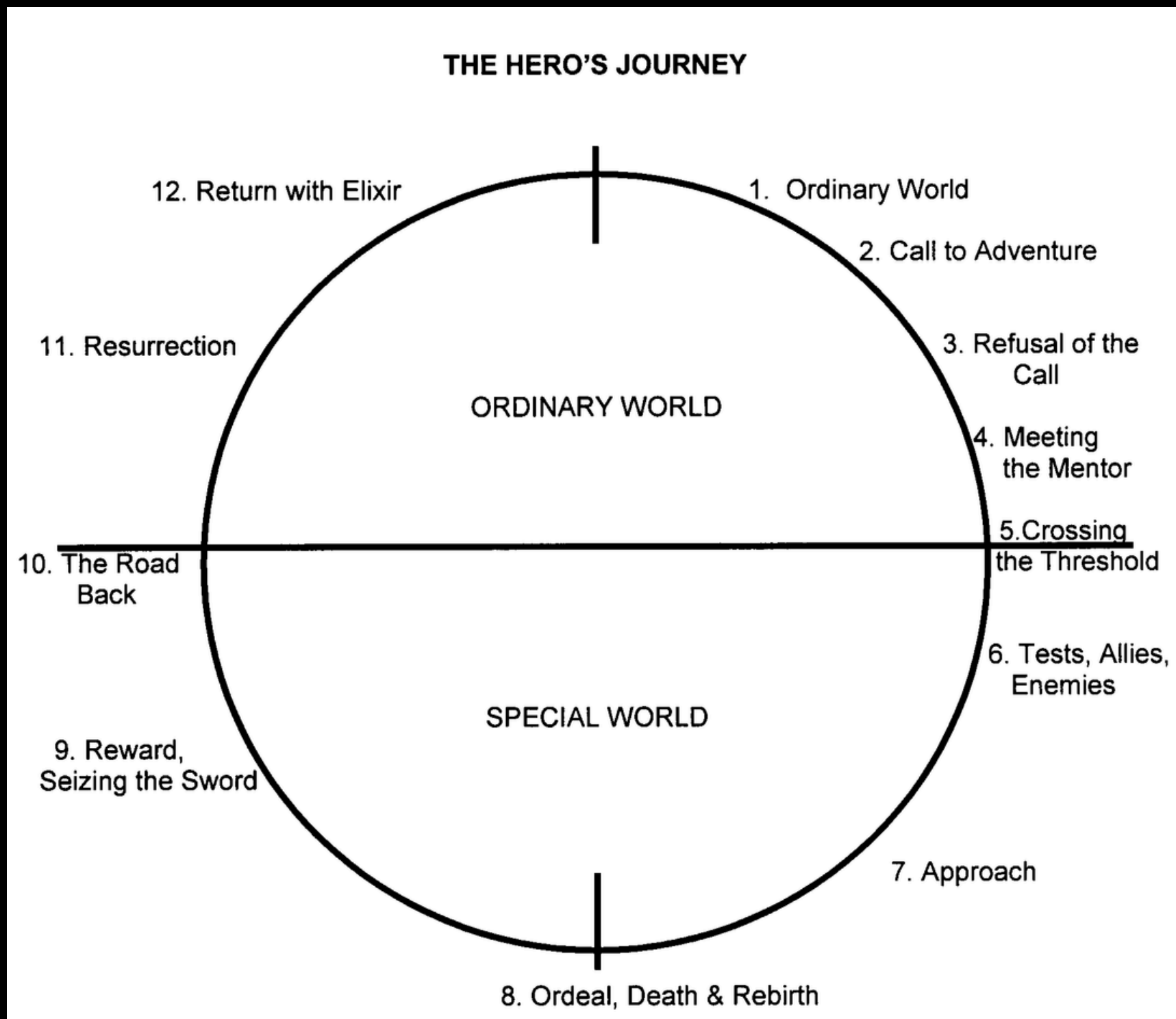
## The Hero's Journey



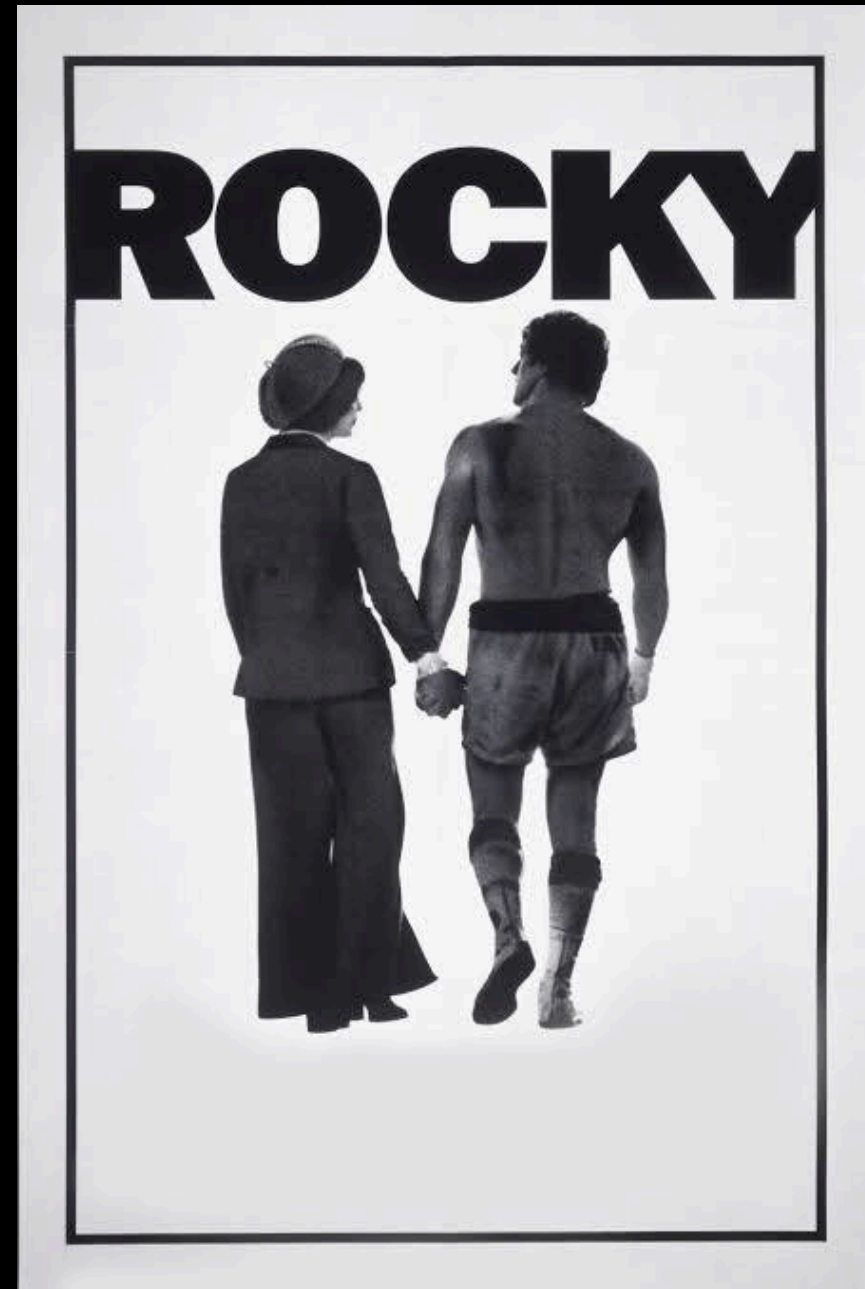
**The Hero's Journey, developed by Joseph Campbell**, is a storytelling structure based on myths from around the world. It describes an outward journey of challenge and action: the hero leaves the familiar world, faces trials, overcomes a central ordeal, and returns transformed with wisdom to share. It is widely used in films, theatre, speeches, and leadership storytelling to create clarity, momentum, and purpose.

**The Heroine's Journey, articulated by Maureen Murdock**, focuses on inner transformation rather than conquest. It explores the path of reclaiming voice, intuition, and wholeness, moving from separation and over-adaptation toward integration of the feminine and masculine. This journey is often used in women's storytelling, acting, coaching, and public speaking to support authenticity, embodiment, and emotional truth.

# Storytelling



# Storytelling



Rocky asks: "How far can I push myself?"

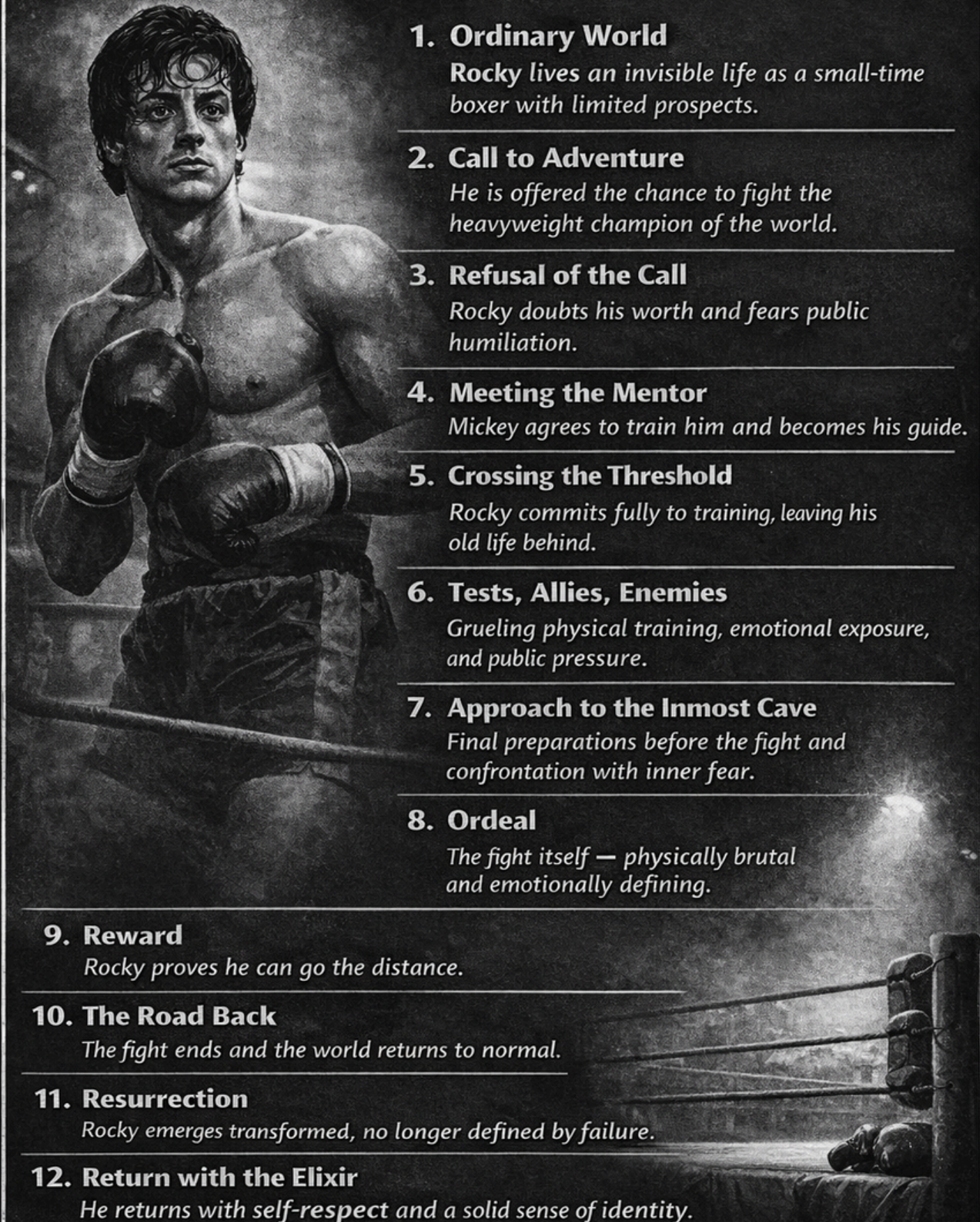


**MILLION  
DOLLAR  
BABY**

Million Dollar Baby asks: "Who am I when pushing no longer works?"

## HERO'S JOURNEY — ROCKY (12 Steps)

Rocky follows the classic *Hero's Journey* based on external action and endurance.



### 1. Ordinary World

Rocky lives an invisible life as a small-time boxer with limited prospects.

### 2. Call to Adventure

He is offered the chance to fight the heavyweight champion of the world.

### 3. Refusal of the Call

Rocky doubts his worth and fears public humiliation.

### 4. Meeting the Mentor

Mickey agrees to train him and becomes his guide.

### 5. Crossing the Threshold

Rocky commits fully to training, leaving his old life behind.

### 6. Tests, Allies, Enemies

Grueling physical training, emotional exposure, and public pressure.

### 7. Approach to the Inmost Cave

Final preparations before the fight and confrontation with inner fear.

### 8. Ordeal

The fight itself — physically brutal and emotionally defining.

### 9. Reward

Rocky proves he can go the distance.

### 10. The Road Back

The fight ends and the world returns to normal.

### 11. Resurrection

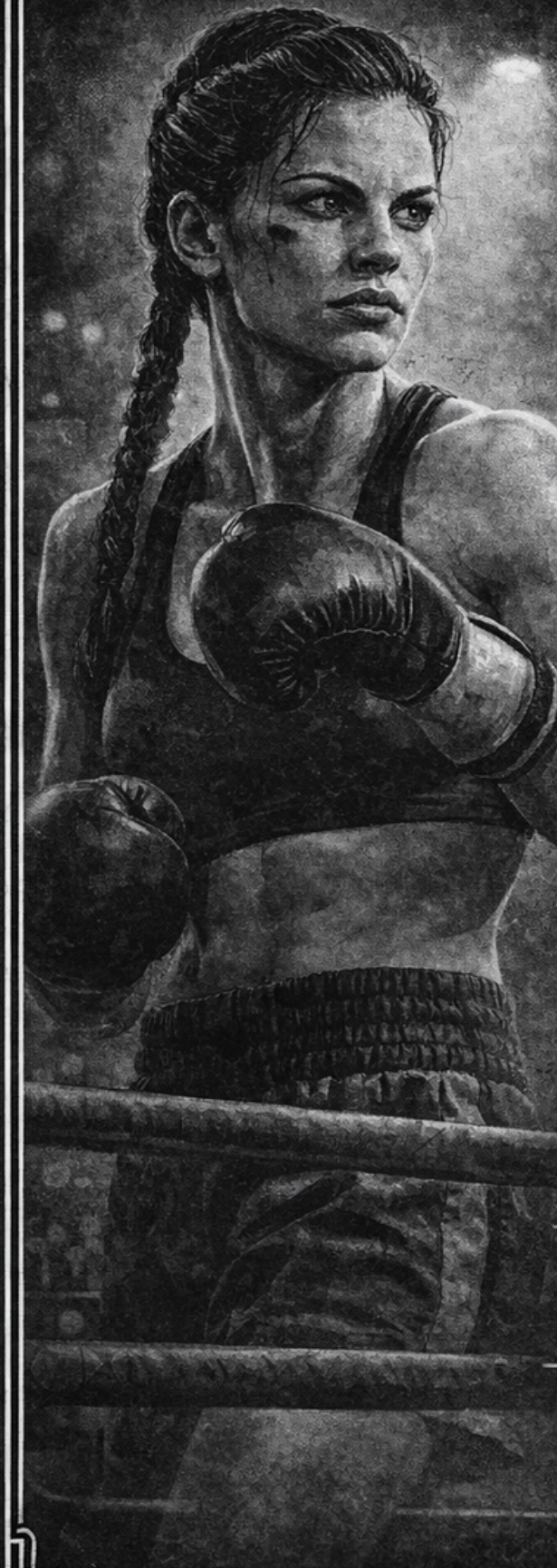
Rocky emerges transformed, no longer defined by failure.

### 12. Return with the Elixir

He returns with self-respect and a solid sense of identity.

## HEROINE'S JOURNEY — MILLION DOLLAR BABY (10 Steps)

*Million Dollar Baby* follows the *Heroine's Journey* focused on inner authority and dignity.



### 1. Separation from the Feminine

Maggie suppresses vulnerability, emotion, and softness to survive.

### 2. Identification with the Masculine

She adopts discipline, toughness, and relentless ambition.

### 3. Road of Trials

Intense training, sacrifice, and constant self-proof.

### 4. Illusion of Success

She wins titles and achieves public recognition.

### 5. Awakening to Spiritual Aridity

Success does not bring lasting fulfillment or safety.

### 6. Descent to the Goddess

A sudden injury destroys her physical power and future.

### 7. Urgent Yearning to Reconnect with the Feminine

Maggie seeks dignity, care, and meaning beyond achievement.

### 8. Healing the Mother/Daughter Split

Emotional reconciliation through chosen family and tenderness.

### 9. Healing the Wounded Masculine

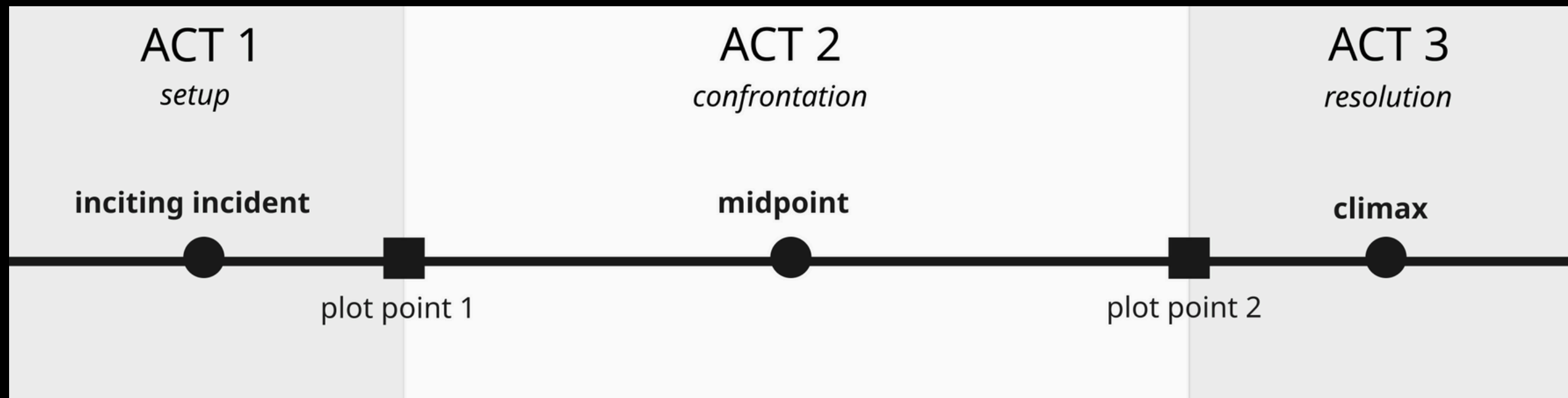
Her relationship with Frankie softens from authority to compassion.

### 10. Integration of the Feminine and Masculine

Maggie claims inner sovereignty through conscious choice and truth.

# Storytelling

## Three-act structure



# Task 3

## Task 3 – Rebuild your story with a tool

Rewrite the same 30–60 second introduction.  
Use one storytelling structure and one clear action.

### 3-Act Structure

Beginning → Turning Point → Resolution

### Hero's Journey

A challenge → Conquer → Return

### Heroine's Journey

Inner conflict, separation from feminine → Inner shift → Integration

The person you address your story to  
is just as important as the storyteller,  
and perhaps even more important

# Homework

## The Mirror of Your Audience

Ask 15 people from your close circle with whom you have been in regular contact over the past year. These can be friends, colleagues, acting partners, clients, or acquaintances you meet in person.

Important: do not include distant relatives you speak to once a year, or close family members (mother, father, brother, sister).

Ask each person to write **15 adjectives** that, in their opinion, describe you.

We are not interested in general words such as “beautiful” or “smart,” but in descriptive, character-based adjectives, for example: “charismatic,” “successful,” “reserved,” “self-doubting,” and so on.

Once you have collected responses from at least 10 people (this will result in around 150 adjectives), remove all duplicates and create one single list of all the unique adjectives your circle uses to describe you.

# Keep in touch

## CONTACT INFORMATION

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