



"BIGGER IMPACT ON MY
LIFE THAN I'D IMAGINED."



-56, Female, NGO Director



"MOST IMPROVEMENT I'VE
EVER SEEN FROM A COURSE."



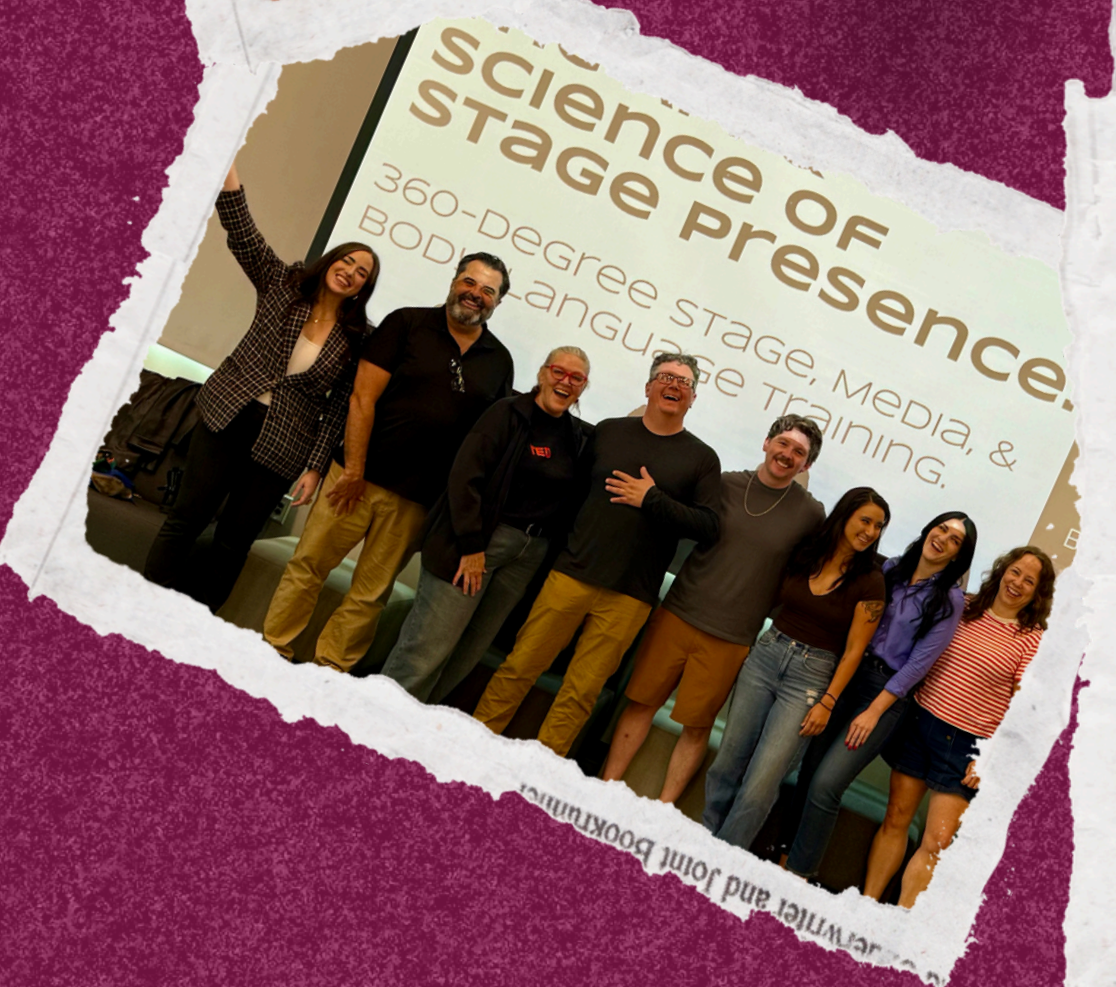
-41, Male, Life Coach



"BEST INVESTMENT
FOR THE VALUE."



-50, Female, Executive Advisor



30-DAY CONFIDENCE CHALLENGE

Professional Speaker Training & Body Language Coaching

A Course by Dr. Chelsea Shields

COMING SOON
OCTOBER 2026

-ONLY 8 Spots Available-

30-DAY CONFIDENCE CHALLENGE: September 29th – October 29th
Tuesdays & Thursdays 5 – 7 pm (MST)

OVERVIEW

PRICE: \$999

5-Week Online Intensive

PROFESSIONAL SPEAKING TRAINING & BODY LANGUAGE COACHING

You'll Learn How To:

- Recognize what you're unconsciously communicating with your style, face, & body.
- Regulate your mind and body before getting on stage or in front of cameras.
- Prepare emotionally impactful and entertaining content, delivery, and interaction.
- Bio-hack audiences with how you look, speak, move, emote, interact, & instigate.
- Make a confident first impression and establish immediate authority & respect.
- Connect authentically with audiences and generate instant relatability & likability.
- Demonstrate a balance of cues for personality, capability, leadership, & enjoyability.
- Lead, direct, and facilitate groups with calm leadership and engaging command.
- Practice daily confidence cues in your real-life interactions. (30+ Daily Challenges)
- Practice your cues live in fun, concise, and mini-presentations. (6 Mini-Presentations)

Based On The Latest Science In:

- **Anthropology:** Consistent shared unconscious cultural, social, and psychological patterns.
- **Public Speaking:** Industry-best practices, processes, tips, tactics, and techniques.
- **Branding:** Brand strategy, visual signaling, positioning, presentation, and performance.
- **Human Behavior:** Instinctual, conditioned, and predictive universal human responses.
- **Placebo Effects:** Nonverbal cues, body language, vocal presence, micro-expressions, etc.

5-Week Online Program Includes:

- **10** live small-group online speaker courses (22+ hrs of training)
- **30+** at-home fun & practical daily body language activities
- **6** individual presentations *with 1-1 body language coaching*
- **120+** top cues to signal confidence, collaboration, & charisma
- **100's** of speaker tips, industry secrets, & preparation hacks
- **1-hr** personal 1-1 assessment & coaching session with Dr. Shields
- ***3+ hrs** of individual 1-1 at-home speaking & styling coaching

**For those who added-on the discounted 1-1 Session w/ Dr. Shields: \$300*

EMAIL drchelseashields@gmail.com with any questions!

WHAT PAST STUDENTS HAVE SAID ABOUT THIS COURSE:



"This course changed the way I fundamentally see myself and how others perceive me. It's changed how I interact with the people in my life now." **-Chad Nielson**

"My self-confidence and imposter syndrome have greatly improved, and I've learned why I shut down in certain settings."
-Teju Vaidya



"It helped me understand how I make audiences feel when I present, so that I can connect with them on a deeper level."
-Lavanya Mahate

"I've learned practical ways to exert more authority in all of my relationships, and I've seen a huge difference in how people respond when I'm intentionally cuing power." **-April Benincosa**



WHAT TO EXPECT:

- **10 2-hr Courses** every TU & TH @ 5-7 pm on GoogleMeet Live Video for a month
- **30+ Daily Challenges** fun, simple, and easy challenges to help you embody confidence cues
- **6 Mini-Presentations** (2-5 mins): 1 Extemporaneous, 4 Prompted, & 1 Mini-TED Talk
- **6 Individual Expert Mini-Body Language Coaching Debriefs** (2-5 mins): w/ Dr. Shields
- **1 Personal 1-1 Speaker Assessment & Coaching Session (60 mins):** w/ Dr. Shields
- **16 Targeted Confidence Cues Body Language Activities & Lessons:**
 - **Caring:** Comfort, Empathy, & Responsivity
 - **Competence:** Capability, Control, & Presence
 - **Connection:** Charisma, Interaction, & Vulnerability
 - **Command:** Authority, Instigation, & Emotional Intelligence
- **4 Strategic Professional Speaker Attribute Presentations to Practice 12 Stage Must Haves:**
 - **Personality:** Likability & Authenticity
 - **Capability:** Trust & Respect
 - **Connection:** Interest & Influence
 - **Leadership:** Power & Authority

Speaker Training Program Schedule:

SEPT

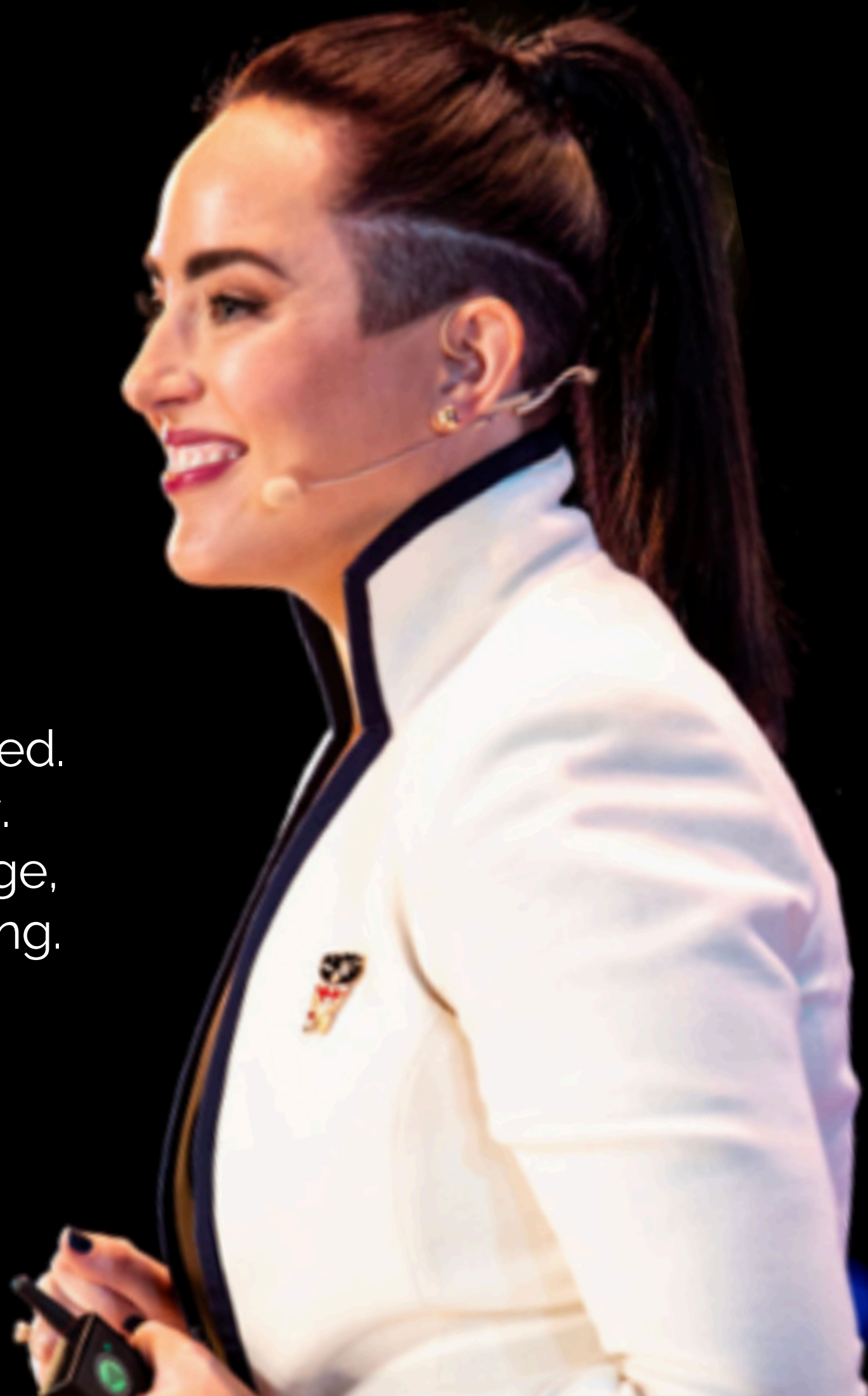
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Sunday 27 th	Monday 28 th	Tuesday 29th CLASS #1: 5-7 pm The Science of Body Language Presentation #1: Natural Introduction	Wednesday 30th TASK: Survey Submit Your Pre-Course Self-Evaluation Survey	Thursday 1st CLASS #2: 5-7 pm Caring, Likability, & Trust Cues Notice The Cues You're Signaling	Friday 2 nd	Saturday 3 rd
Sunday 4 th	Monday 5 th	Tuesday 6th CLASS #3: 5-7 pm Caring Cues Group Discussion Presentation #2: Big Brother Audition Practice Comfort Cues	Wednesday 7th Practice Empathy Cues	Tuesday 8th CLASS #4: 5-7 pm Competence, Trust, & Respect Cues Practice Responsivity Cues	Friday 9 th	Saturday 10 th
Sunday 11 th	Monday 12 th	TUESDAY 13TH CLASS #5: 5-7 pm Competence Cues Group Discussion Presentation #3: Video Job Application Practice Capability Cues	Wednesday 14th Practice Control Cues	Thursday 15th CLASS #6: 5-7 pm Connection, Interest & Influence Cues Practice Presence Cues	Friday 16 th	Saturday 17 th
Sunday 18 th	Monday 19 th	Tuesday 20th CLASS #7: 5-7 pm Connection Cues Group Discussion Presentation #4: Stand-Up Comedy Set Practice Charisma Cues	Wednesday 21st Practice Interaction Cues	Thursday 22nd CLASS #8: 5-7 pm Command, Power, & Authority Cues Practice Vulnerability Cues	Friday 23 rd	Saturday 24 th
Sunday 25 th	Monday 26 th	Tuesday 27TH CLASS #9: 5-7 pm Command Cues Group Discussion Presentation #5: Facilitated Activity Practice Authority Cues	Wednesday 28th Prepare Final Presentation #6: Balance Confidence Cues Mini-TED Talk Practice Instigation Cues	Thursday 29th CLASS #10: 5-8 pm Display Balanced Variety Of Cues Presentation #6: Mini-TED Talk Practice Emotional IQ Cues	Friday 30 th	Saturday 31 st

All times are in MST: Mountain Time. Courses will be recorded on GoogleMeets

TAUGHT BY: Dr. Chelsea Shields

- **4-Time TEDx & TED Mainstage Speaker.**
- **8-Time TEDxSaltLakeCity Speaker Coach.**
- **16+ yrs as a TED Fellow.**
- **60+ TED & TEDx speakers personally coached.**
- **100's** of paid speaking, teaching, & training gigs.
- **3,000+** executives & leaders stage & media trained.
- **Dual PhDs** in Biological & Cultural Anthropology.
- **Expertise:** Social Placebo Effects, Body Language, Human Behavior, Consumer Research, & Branding.
- **Adjunct Professor:** Executive Speaking, Facilitation, Branding, Research Methods, Consumer Strategy, Anthropology, etc.
- **Owner of Brandthropologie Agency:** Consumer Research & Performance Branding.



COMMUNICATE & LEAD MORE CONFIDENTLY!

LEARN TO:

- **Regulate Your Nerves.**
- **Identify Your Nonverbal Cues.**
- **Prepare For Stage Time.**
- **Lead & Control A Group.**
- **Be Authentically Confident.**
- **Emote Warmth & Comfort.**
- **Speak More Authoritatively.**
- **Get Instant Trust & Respect.**
- **Curate Your Nonverbal Cues.**
- **Initiate Impactful Connections.**

SPOTS ARE LIMITED!

To learn more & register for a course go to:
www.brandthropologieagency.com/speaking
or email drchelseashields@gmail.com