

Existing innovative tools for teaching or guiding through:

Storytelling for communicating the idea behind the crowdfunding campaign

General Information:	
1. Name of the practice	CICERO - A framework for Public Speaking
2. Organization and country	Sefirot Srl via Carlo Noè 3, Torino, ITALY https://cicerodeck.com/
3. Aims of the tool	To analyze, structure, and build speeches in the most effective way.
4. Methods – Approach/ Types of activity	Card Game. Place the Cicero Card on a wall or table; create your speech outline using different types of cards; then with a post-it and a pen write down the speech's content.
5. Materials: are there specific materials that are needed?	Deck of Card (purchasable online on the site, both in paper and in a printable digital version). Post-it and pen.
6. Evaluation and description	
what kind of reflection is included in the practice?	The tool focuses on communication from the point of view of the listener. Helps to create an effective message with a final call to action.
how are the learning outcomes evaluated in this best practice?	There is not a concrete evaluation: it is a self-correcting tool; it creates a structure that helps generate content inside a proven structure in a predetermined way.

what kind of feedback do the learners receive?	They will be able to visualize their speech structured and organized.
7. Transferability potential/Variations	Create effective storytelling for video production (both for speech and general structure for a video).