

# CASE STUDY: WICYS STAGE READY FELLOWSHIP

**Client:** Women in Cybersecurity (WiCyS)

**Participants:** 150 mid-career cybersecurity professionals (50 per cohort, selected from 500+ applicants)

**Duration:** 6 weeks | 2 Workshops + 4 Group Rehearsals per cohort

**Focus:** Public speaking confidence, storytelling, and delivery



## THE CHALLENGE

Despite deep technical expertise, many women in cybersecurity lack training in influential communication. While WiCyS's legacy Speaker Spotlight program focused on marketing, participants consistently wanted something deeper: real public speaking skill, from message to delivery. In response, WiCyS partnered with Fearless Communicators to build a program that strengthens visibility, confidence, and leadership presence.

## OUR SOLUTION

Fearless designed the **Stage Ready Fellowship**, a 6-week learning journey combining workshops and rehearsal sessions—to help emerging speakers build confidence, strengthen presence, and translate technical expertise into clear, compelling stories. Participants develop practical storytelling frameworks, refine physical and vocal delivery, and craft an Anchor Story grounded in personal purpose.

**PROGRAM RESULTS**  
**41% INCREASE IN PUBLIC  
SPEAKING CONFIDENCE**  
**81% INCREASE IN  
STORYTELLING SKILL**

\*based on average self-assessment pre- and post-program, across three cohorts

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## SUPPORTING DATA ACROSS COHORTS

### Confidence Development

Cohort	Intake	Exit	Increase
Cohort 1	6.05	8.2	+35.5%
Cohort 2	6.6	8.7	+32%
Cohort 3	4.67	7.50	+60.7%

### Additional indicators of success:

- 71% of Cohort 1 finished at confidence levels of 8 or higher
- 80.9% of Cohort 2 finished at 8 or higher
- Cohort 3 median gain: +3 points
- Low-confidence scores (1–4) were effectively eliminated

### Storytelling Development

(Measured in Cohorts 2 and 3)

Cohort	Intake	Exit	Increase
Cohort 2	5.5	8.7	+58%
Cohort 3	3.83	7.83	+104%

## WHY IT WORKED

### Personalized Coaching

One-on-one rehearsal sessions helped participants identify delivery habits, strengthen presence, and accelerate skill development.

### Proven Storytelling Frameworks

Participants learned repeatable narrative tools—including the Story Spine and Six-Box Story Architecture—that make complex ideas easier to communicate.

### Hands-On Learning Environment

The program emphasizes rehearsal, embodied presence, and real-time feedback so skills translate directly to real speaking opportunities.



## WHAT PARTICIPANTS SAID

*Now I know how to tell my story—and why it matters.*

*This was one of the best professional development programs I've ever done.*

*I finally feel like I have the tools to be seen and heard.*

**READY TO MAKE YOUR PEOPLE STAGE READY?**

Let's talk → [www.fearlesscommunicators.com/contact](http://www.fearlesscommunicators.com/contact)