The Complete Guide to Poised and Powerful Public Speaking

OVERVIEW

The growing need for public speaking skills means that many executives and employees are unprepared for their changing job roles, with most lacking the skills to be able to quickly and confidently pull together speaking points that would engage their peers, clients or the public. The Complete Guide to Poised and Powerful Public Speaking is aimed at professionals already in the workplace and helps employees at all levels develop new skills to help meet changing expectations. By taking part in this highly focused workshop, participants will face the challenge of public speaking head on, and leave feeling prepared and experienced in the art of public speaking.

LEARNING OBJECTIVES

- Overcome nervousness once and for all
- Speak up in meetings
- Organize your ideas—from introduction to closing
- Maximize the latest technologies to develop professional-caliber presentations
- Incorporate gestures that reinforce your message
- Use your eyes to build a bond between you and your audience
- Change the tone, speed and volume of your voice to match your audience’s needs and create rapport

COURSE HIGHLIGHTS

Presentation basics all the best speakers know and practice

- Elements of a great presentation
- The biggest misconception people have about public speaking
- Types of speeches and how to excel at each
- One of the biggest (and most easily overcome) obstacles to your success—dealing with nervousness
- The ground rules for jumping in and being heard in fast-moving department meetings
- A stress-reducing, progressive approach to becoming more comfortable speaking up in meetings
- An instant solution to the challenge of meeting outside your department—how to stand your ground and deliver
- Proven tips for calming your nerves on the spot

Organizing your thoughts into a flawless presentation

- A step-by-step process for quickly structuring a solid speech
- Arrange the order of your presentation so your message has the biggest impact
- Develop power openers
- Quick and simple three-part formula for reinforcing your key points
- Create clear transitions that take your audience through your key points

- Gauge the exact length of your speech to get your message across without losing your listeners
- Remember your material—the pros and cons of the most common approaches used to prepare
- Cement your message with a powerful close to gain the commitment of your audience and finish strong

Build a relationship with your audience

- Why and how you must analyze your audience before you speak
- Ways to instantly make your audience really like you
- Introducing yourself—three great tips
- Classic ways to open your technical presentation and capture the group’s undivided attention
- How to make statistics and technical information shine—say good-bye to boring data
- Avoid the top things speakers do that make audiences want to bolt
- Your audience doesn’t care and doesn’t want to be there—what can you do?
- Techniques to keep the audience engaged and not lose their attention

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Develop your own winning speaking style that inspires others

- Inspiring others—it all begins with your own deep passion
- Story telling: The magic ingredient in presentations they will long remember
- Discover the most common communication pitfalls and learn to sidestep them
- Sound natural and be aware of how your voice can impact your message
- Break the habit of talking too fast
- How to cut out ums, uhs and other verbal clutter and get to the point
- A firm rule for deciding how and when to move around the stage
- Use the podium to your advantage—not as a crutch
- Eye contact—how to make it work for you, not against you
- The vital role gestures play in conveying your message

Use the latest presentation technologies to make a strong visual statement and impress the audience

- Add the excitement of audiovisual aids to your message
- PowerPoint® do’s and don’ts
- The proper use of a microphone
- Get comfortable with laptops and projectors
- Where and how to stand to enhance your presentation and not compete with your audiovisuals
- Remember Murphy’s Law—what to do if the equipment fails

Handle every challenge professionally without missing a beat

- How to be calm, poised and effective no matter what is happening around you
- Fielding questions that take you by surprise—and making them work for you successfully
- How to respond when you don’t know the answers
- Delivering bad news or negative results the right way
- A sure-fire formula that will make impromptu speaking much easier
- Lessons from the world’s greatest salespeople on how to persuade others to your way of thinking

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)