

SpeechPower

Polish Your Presentation Skills

This intensive, skill-building training program will help participants communicate more successfully in all types of public speaking situations, including conferences and seminars, public talks, presentations to clients and pitches to potential clients and referral sources. The program format maximizes the participants' opportunity to learn new communication strategies, practice new techniques, polish their skills and fine-tune their presentations, all without making excessive demands on their time.

Executive summary

Goals:

- For participants to get the results they want from their presentations, and to stand out above their competition in public speaking venues.

Who will benefit from this program:

- Individuals and teams who must win new work through short list presentations and competitive interviews.
- People who present at conferences and to industry groups and professional associations.
- People who present status reports or who facilitate decision-making in meetings with clients and others.
- People who present to agencies, community groups, project stakeholders, etc.
- People who use public speaking for professional and business development.

Format:

- Intensive, skill-building training, in which participants make presentations, are videotaped and receive professional coaching. (Includes an interactive seminar that can be attended as a stand-alone program by those who may not have the need or time for the full program.) Please see program outline on following pages.

Number of participants:

- Session 1 (interactive seminar) up to 30. Sessions 2 & 3 (intensive, skill-building training) up to 6 per section. Multiple sections may be scheduled.

Deliverables:

- Please see details on page 3.

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Program Outline

Session 1 **Strategic Planning** **for Successful** **Presentations.**

In this interactive seminar, participants learn how to streamline their preparation, eliminate wasted time and effort, and create presentations that will get the *results* they want. (1.5 hours, usually over lunch. Up to 30 participants.)

They'll learn:

- How to connect with your audience, no matter what the topic.
- A practical, timesaving preparation system that works for any subject, audience and situation.
- The three most important questions you should ask before you start preparing any presentation.
- How to create a truly listener-centered presentation, and why it's essential to do so.
- How to effectively address your listeners' concerns and "hot buttons."
- How to solve the problem of "too much information and too little time."

Session 2 **Accomplish Your** **Presentations** **Objectives**

Participants give presentations, using real-life speaking topics from their work. They are videotaped, and receive professional guidance, coaching and critique from the instructor. Peer response and critique is also included. (2.5 hours. 6 participants.)

They'll learn how to:

- Get the presentation off to a powerful start.
- Capture and hold listeners' attention.
- Build rapport with listeners, and get them to listen from the point of view you want.
- Motivate people to want to hear what you have to say, even if the topic is dry or technical.

Individual Coaching

Participants meet one-on-one with instructor for videotape review and personalized, in-depth consultation. Using this instructional format, presenters typically make significant improvements quickly. (45 minutes per person, scheduled at mutual convenience.)

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Outline continued

Session 3 Essential Platform Skills

In their final presentations, participants learn techniques for a smooth, professional delivery and receive coaching to polish their skills. Using videotape to see and hear themselves “before and after,” they’ll assimilate new techniques and integrate them into their own presentation style. (2.25 hours, same 6 participants.)

They’ll learn how to:

- Look relaxed and comfortable in front of any audience.
- Project authority and confidence through body language and gestures.
- Reduce dependency on notes, and use notes without disrupting eye contact and rapport.
- Use PowerPoint as a potent educational and persuasive tool, not a crutch.
- Curtail negative or distracting mannerisms.
- Build on the strengths of your natural communication style.

One Year Follow-Up

To enhance the long-term effectiveness of this training, a one-year follow-up is included for participants who complete the full program. Participants may send **SpeechPower** a videotape, CD or DVD of their presentation for professional evaluation and critique any one time within one year of completing the program. Response will be by telephone or e-mail.

Deliverables Include

- Needs assessment, conducted via email survey.
 - Custom tailoring of program to match your firm’s and the participants’ expressed needs and learning goals.
 - All handout materials, including participants’ 35-page reference manual (provided in pdf format).
 - Instruction, including multiple videotaping of each participant in full skill-building program.
 - One-on-one coaching session for each participant in full program.
 - One-year follow-up, as described above.
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