



## **The Art of Speaking The Advanced Program**

*"We convince by our presence." Walt Whitman*

The most important factor in a successful presentation is **you**. Your energy, your emotions and the visual impact of your physical presence has more impact than anything else. That is why, in this seminar, building upon the foundational skills of The Basic Course, we teach and practice the three channels for communicating with impact: Information, Interaction and Inspiration. This is the most effective way to "own the room" and become a positive and lasting memory in the mind of the audience.

This course further develops an awareness of the *Psychology of Speaking*, the success factor of *Personal Power* and the benefit of using a variety of *Influence Skills*.

### **Two-Day, Twelve Participants**

#### **Two Trainers**

**Objectives:** *At the end of this seminar, each participant will know how or be able to:*

Use the influence of:

- Personal power
- Information- The Role of the Speaker
- Interaction – The Role of the Facilitator
- Inspiration – The Role of the Leader

Effectively organize a talk using one of three formats

- Business Problem-Solution
- Information indexing
- Imaging or mind mapping

Deliver logical, inspirational talks with strong personal skills

- Eye contact
- Vocal tone, volume and pace
- Gestures
- Screen skills
- Use White Board Effectively

Assess individual preferences according to the Myers-Briggs Type Indicator and understand how to apply this learning for communicating and influencing most effectively.

- Deliver an Impromptu speech
- Facilitate a group process for a typical business presentation session, including questions and answers
- Answer difficult questions with calm and confidence
- Remember names more easily

#### **Purpose of Class:**

*To develop highly skilled communicators, capable of and committed to influencing extraordinary results for themselves, their customers and their organizations.*

## ***Serving Leadership through Inner Management***

**Prerequisite of class:** Any foundational course in Presentation Skills.

### **Outline:**

#### **Morning, Day One**

- Establish Purpose, Set Agenda, Review Objectives
  - Beginning "Influence" Exercise – "Owning the Room"
  - Set purpose, introductions
  - Baseline presentations (using company -provided visuals, videotaped, reviewed)
- Personal Power
- Circles of Self-Concept™
- Personal assessment using MBTI (Brownsword)
- Briefing on MBTI, Discussion
- Temperaments and the World of Work, Discussion

#### **Afternoon, Day One**

- Circle of Information
- Role of Speaker
- Organizational Formats
- Visuals
- Power of Imagery
- Story-telling (memory skill)
  - Presentation skills
  - Eyes (videotaped)
  - Voice
  - Gestures
  - Screen
  - PC Practice (videotaped)
  - White board skills demo (assignment and set-up for next day)
- Close
  - Recap
  - Assignments: Preparation for Day Two

#### **Day Two**

- Open Frame, Discussion of concerns
- Circle of Interaction, The Role of Facilitator
- Three Influence Strategies in being a facilitator:
  - Friendship, Friendliness, Collaboration
- Emphasis on "Being Friendly" seen in Handshake and Name Retention
- Impromptu Speaking (videotaped)
- Whiteboard Review
- Question and Answer Skills (videotaped)
  - (During lunch: review film, prepare, and mind-map for inspirational talk)
- Circle of Inspiration, The Role of Leader
- Role-Model, Inspiration
- Inspirational Talks (videotaped)
- Simulated Customer Meeting (videotaped, review) with the following elements:
  - Set-up, Name Retention, Handshake, PC Slide Presentation (explain one slide/concept at whiteboard), Q&A, Close with Inspirational talk ("*What I Value Most*")
- Close of Course Training
- Recap & Summary
- Evaluation
- Certificates