

Public Speaking: Conveying Your Message with Confidence - 3 Days

Course 903 Overview

- You Will Learn How To**
- Speak publicly in a convincing, confident and concise style
 - Identify and apply key skills of effective public speaking
 - Employ an effective five-step method to create materials that support a compelling speech
 - Keep the audience focused on you and your message
 - Design interactive questions to engage your audience
 - Sharpen your public speaking skills by preparing, rehearsing and integrating personalized feedback
- Course Benefits** The ability to speak confidently and deliver a persuasive message is an essential skill for today's business professionals. This course provides the opportunity to significantly improve your public speaking skills by practicing and delivering speeches and presentations in a safe environment with personalized feedback. In addition, video recording and self-evaluation of selected presentations help you rapidly strengthen your speaking skills.
- Who Should Attend** Anyone who would like to improve his or her ability to speak in front of small and large groups with or without visual aids. Some knowledge of PowerPoint and prior public speaking experience are helpful.
- RealityPlus™** You gain practical experience developing and delivering multiple speeches and presentations. You learn to improve your skills by integrating peer feedback and practicing a variety of speaking techniques. Activities include:
- Identifying key attributes of successful public speakers
 - Creating a personal speaking profile
 - Constructing an informative and persuasive talk
 - Emphasizing your points with effective body language, gestures and use of space
 - Improving vocal emphasis, modulation and pacing
 - Designing interaction into your speech
 - Rehearsing and delivering your presentation
 - Critiquing a video recording of yourself to improve your public speaking skills

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Course 903 Outline

Building Blocks of Effective Public Speaking

Recognizing key public speaking skills

- Attributes of effective public speakers
- Identifying components of persuasive speeches
- Quantifying techniques used by accomplished speakers

Identifying your goal

- Informing
- Persuading
- Motivating
- Entertaining

The skill-building cycle: presenting, evaluating, improving

- Determining your baseline public speaking skills
- Taming fears and increasing confidence through practice and preparation
- Leveraging your own personality and style
- Increasing your awareness and abilities by evaluating other speakers
- Integrating audience feedback to fine-tune your delivery

Creating Compelling Speeches

Employing a proven five-step method

- Hooking the audience
- Identifying the critical need
- Presenting the key ideas concisely
- Explaining the payoff
- Calling for action

Constructing the presentation

- Assessing and addressing the needs of your audience
- Brainstorming and mind mapping your ideas
- Researching and structuring your story
- Shaping your sentences with powerful words and phrases
- Matching the media to your message

Creating and using visual support material

- Designing effective slides
- Tips for directing audience attention
- Five visual traps to avoid

Preparing effectively when time is short

- Applying a simple structure for extemporaneous speeches
- Tips and techniques to increase confidence

Engaging Your Audience

The speaker as a visual aid

- Directing the audience's natural eye movement
- Moving dynamically within the presentation space
- The impact of positive body language
- Engaging the entire audience with effective eye contact
- Synchronizing gestures to the verbal message

Animating your speech with vocal variety

- Adding pitch modulation and dynamics
- Reinforcing points with pauses and silence
- Reducing verbal distractors

Delivering memorable openings and closings

- Five opening strategies to spark interest
- Motivating the audience with a call to action

Interacting with Your Audience

Drawing in the audience

- Stimulating participation with preplanned questions
- Conveying content through topical questions
- When to ask rhetorical, group or targeted questions
- Tailoring question types for your audience

Handling questions from the audience

- Reward, restate and respond
- Keeping your answers short and simple
- Getting back on track after an unplanned interruption

Managing the post-talk Q&A session

- Preempting "hot-button" questions
- Staying aware of the message you are conveying
- Priming the pump when there are no questions

Rehearsing and Delivering Your Speech

Building confidence with practice

- Effective rehearsal techniques
- Incorporating audience feedback to improve your presentation
- Staying within your time limit

Delivering your presentation

- Setting the stage
- Opening dynamically and creating a winning first impression
- Applying your public speaking toolkit