

Public Speaking: Compelling Speeches and Presentations

Length: 3 Days

COURSE CONTENT

CREATING COMPELLING SPEECHES

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

IDENTIFYING YOUR GOAL

- Informing
- Persuading
- Motivating
- Entertaining

THE SKILL-BUILDING CYCLE

- 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

BUILDING AN EFFECTIVE PRESENTATION

- Setting objectives
- Assessing and addressing the needs of your audience
- Matching purpose and point to the audience

MIND MAPPING AS A PRESENTATION DESIGN TOOL

- Rapidly capturing presentation ideas
- Structuring content for clarity
- Converting mind maps into presentations

SHAPING THE PRESENTATION

- Volume vs. retention
- Identifying the key points

DESIGNING HIGH-IMPACT SLIDES

- Making text, color and graphics work together
- Limiting content to increase effect
- Employing information graphics to simplify complex data
- Avoiding visual traps

ENGAGING YOUR AUDIENCE: THE SPEAKER AS A VISUAL AID

- Directing the audience's natural eye movement
- Moving dynamically within the presentation space
- 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

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

ADDING INTERACTIVITY TO YOUR PRESENTATIONS: DRAWING THE AUDIENCE

- Stimulating participation with preplanned questions
- Conveying content through topical questions
- When to ask rhetorical, group or targeted questions

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

- Pre-empting "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 a presentation
- Staying within your time limit

DELIVERING YOUR PRESENTATION

- Opening dynamically to create a winning first impression
- Applying your public speaking toolkit