

# Speaking For Leaders

A one-day speaking and executive presence course for anyone in a leadership position who needs to influence others and build credibility. Two trainers are required to privately coach participants to ensure rapid skill improvements. As course pre-work, participants complete an interactive 2-hour eLearning module on designing a compelling presentation.

*"Talking and eloquence are not the same: to speak, and to speak well, are two things."*

– Ben Jonson

## Course Overview

In this dynamic 1-day program, leaders learn how to speak not only to inform others, but to inspire them by "showing up" with executive presence. Participants learn how to incorporate story telling, build their likability factor by demonstrating authenticity, create a dynamic opening and closing, and develop a visual presentation theme to ensure audience engagement and retention. Various formats of communication are explored, where leaders are required to speak clearly and persuasively in keynote presentations, business or board meetings, panel discussions and even in one-on-one discussions. Intermediate presentation skills are a prerequisite to this workshop. Due to course pre-work via eLearning, participants come to class with a prepared formal presentation about their career story. The e-book "Around the Corporate Campfire" is sent to participants as post-reading to hone their storytelling skills to influence others in business.



## Participants Comments

"After learning the principles for speaking, I was able to effectively deliver a keynote speech to over 100 of our management team and partners. The management feedback I received afterwards was that I was more dynamic and that I had the best visuals to support my message!" (I2 Technologies)

"I delivered the best speech of my career due to Holly's coaching - in message, structure and especially in opening and closing for impact. Also, she helped me with vocal delivery skills to engage and influence my audience." (CLEO Communications)

"The entire session was one of the most valuable trainings I have attended." (Ryan and Company, Inc)

## Learning Objectives

- Learn how to 'show up' as a leader in any communication format including keynote presentations, business or board meetings, and in panel discussions or one-on-one conversations
- Demonstrate executive presence by communicating confidently through your body, tone of voice and word choice
- Develop strong, attention-getting presentation opening and closing statements
- Develop and practice story-telling as a form of evidence
- Build your likability factor through demonstrating authenticity when you speak
- Develop simplistic, concise and strong statements for impact without using jargon
- Use a presentation theme to ensure interest and retention
- Create visual images in your audience's minds by using analogies, metaphors, aphorisms and stories