

““ The **Persuasive** Speaker ””

This one-day workshop focuses on the fundamentals of creating and delivering simple, persuasive business presentations. Participants gain skills to help them pitch to a potential client, provide a project update, get buy-in from stakeholders, or speak at an industry event. A combination of role-play, digital video and individualized coaching teaches participants to:

Organize a simple, persuasive message.

- Use the Speechworks Formula to create simple, persuasive messages.
- Limit messages to a few key points focused on listener needs.
- Employ stories, analogies, and other examples to persuade.

Deliver in a style that connects.

- Develop a personal style that connects with audiences and builds relationships.
- Project a professional image through great eye contact and authentic vocal, physical and facial energy.

Answer questions to inspire confidence.

- Simple techniques for preparing for, embracing and handling Q&A.
- Keep responses simple rather than getting lost in the weeds.

All participants receive a digital copy of their on-camera exercises, a course workbook, and a copy of Joey Asher's book *15 Minutes Including Q&A: A Plan to Save the World from Lousy Presentations*.