

## “The Persuasive Speaker” Virtual Workshop

This virtual workshop focuses on the fundamentals of creating and delivering simple, persuasive business presentations. The course is taught with a webinar followed by three video coaching sessions. The two-hour coaching sessions include video recording and are typically scheduled over several days or weeks.

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.

### **How we teach virtually.**

- Skills built over the course of a webinar followed by three video coaching sessions.
- Three progressive modules where participants create and practice presentations.
- Live coaching and video recording in two-hour sessions.

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."