

Advanced Public Speaking for LEADERS

Have you noticed that those who know how to speak with confidence are influential and recognised as leaders in their industry?

Imagine if you could do that!

This course will show you how.



Advanced Public Speaking

Advanced Public Speaking for Leaders is a 3-step process that provides you with personal assistance to improve public speaking skills so you can motivate your team, instil confidence in your organisation, manage through a crisis, or promote your business to stakeholders.

Coaching is provided by Charmaine Burke, an award-winning public speaker, coach and a qualified trainer, with over 13 years' experience in communication & leadership.

In a confidential, encouraging and supportive environment you will:

- Create a speech to target your purpose and your audience.
- Understand how to reuse & restructure the content of that speech for different purposes and audiences.
- Know how to open powerfully, build rapport and engagement.
- Make a confident impression.
- Stay on track & get to the point.
- Understand and improve your body language.
- Develop your vocal expression
- Make your message memorable & relevant.
- Walk the stage like a professional speaker.
- And much, much more!



Satisfaction is 100% guaranteed.

You will receive:

- ✓ Private coaching to uncover your unique leadership story – aligning your values, purpose and vision.
- ✓ 1:1 tuition and constructive feedback to improve.
- ✓ Understand how to re-create & develop your speech to address different leadership issues & audiences.
- ✓ Demonstrations and practical, hands-on experience.
- ✓ Videos of your speeches for review and analysis.
- ✓ Training is delivered in 3 short sessions, with time in-between to fine-tune ideas.
- ✓ Confidence techniques to overcome nerves.
- ✓ Public Speaking as a Leader Manual, including:
 - comprehensive public speaking information,
 - techniques of world champion public speakers,
 - leaders' speech templates for easy reference.
- ✓ Certificate to acknowledge advanced skills training.

For More Details:

M: 0401 059 934 | E: training@artofcommunicating.com.au

To Book Now: www.artofcommunicating.com.au/advanced-public-speaking-leaders

Coaching Program

1. PREPARE (2 hrs – Zoom Meeting)

- **Introduction**
 - Overview of the process
 - Agree to objective & outcomes
- **Define Leadership Speeches**
 - Situations requiring leadership speeches
 - Types of leadership speeches
 - Reasons, benefits & applications
- **Speech Strategy**
 - Define your speech purpose & objective
 - Understand your audience
 - Uncover stories/metaphors
 - Understand how to integrate your USP and articulate your value/ purpose/vision in a narrative

Break-time - review ideas before next session.

2. CREATE (1 day – Face to Face Meeting)

- **Analyse Your Performance**
 - Deliver a short speech & video.
 - Assess your strengths & weaknesses.
 - Understand audience's attention spans
 - Why audiences refuse to listen
- **Create the Speech**
 - Powerful opening - A.TT.I.C.S. Technique ©
 - Compelling close - S.Q.A.C. Technique ©
 - Structuring the speech – mapping it out
 - Develop a memorable core message.
 - Understand how to change the speech for different purposes and audiences

Break-time - review ideas before next session.

3. DELIVER (1/2 day – Face to Face Meeting)

- **Delivery & Performance**
 - How to walk the stage with purpose
 - Understand the power of body language
 - Improve your voice and vocal expression
 - Effective use of PowerPoint/notes/lectern
 - Manage audience interaction & Q&A
 - Deliver & practice your speech
 - Video of performance used for analysis
- **Confidence**
 - Understand public speaking anxieties, how to face the fear & overcome it.

What's In It for You?

- ✓ Create an incredibly good speech!
- ✓ Understand how you are coming across and what you need to do to be more effective with your verbal and non-verbal communication skills.
- ✓ Personal, tailored, confidential assistance.
- ✓ Express more confidence and become more influential.
- ✓ Be able to speak clearly and effectively.
- ✓ Make your message memorable & worth your time.
- ✓ Motivate others into action.
- ✓ Build trust by communicating who you are.
- ✓ Reinforce your brand, your passion & purpose.
- ✓ Use communication to nurture collaboration.
- ✓ Use narrative to neutralise gossip & rumour.
- ✓ Inspire others with business values & vision.
- ✓ Spark action, get people to work together.
- ✓ Lead people into the future.
- ✓ Be recognised as a leader in your field.

Three Sessions

Coaching is split into 3 sessions to make the most of your time and energy.

Session 1 is live via Zoom.

Sessions 2 & 3 can be conducted at your business location, or at our training rooms at the Adina Apartment Hotel in Kent Street, Sydney.

Discuss Further:

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