

MESSAGE BUILDER™

For Business Professionals

Come into the workshop with an idea and leave with an effective message built for your audience!



Course duration – 1 day

2 Video-Recorded

How you will benefit...

- Learn how to identify the target of your message for guiding every decision about your presentation
- Develop a message to target the three areas desired by the audience
- Identify how to deliver a presentation in only 9-minutes and why the 9-minute method works
- Build and present a message using the iSpeak Quick-Start Models
- Construct, rehearse and deliver your message to the audience
- Use 6 questions to understand your audience and purpose
- Work in groups to develop outlines for influential messages
- Build a persuasive message based on the appropriate power base and influence tactic
- Create transitions for your presentation to create flow
- Receive feedback from your peers and a professional speaker on each of your presentations

Course Topics

- **Purpose and Audience**
 - What is your purpose?
 - Who is your audience?
 - Essence of a message
- **9-Minute Presentations**
 - Attention, Comprehension, Retention
 - Audience attention spans
 - When to use this model
- **iSpeak Quick-Start Models**
 - Quick Start Models
 - How to select a model?
- **PRESENTATION – Quick-Start**
 - With feedback / coaching
- **Structured for Impact**
 - Informative structures
 - Using transitions for flow
 - Influence tactics
 - Applied influence tactics
- **Final PRESENTATION**
 - With feedback / coaching

Course Activities

Define your purpose and audience

Document the three elements of presentation purpose and answer the three questions of your audience.

Develop the body structure

Using the situation brought to class, each participant will build a presentation message based on a Quick-Start model.

Deliver a Quick-Start Model

Each participant will deliver a Quick-Start presentation using their pre-work situation.

Apply influence to your message

Working both in groups and individually, students will apply power bases and influence tactics to a message.

Receive feedback on the presentations

All presentations are video recorded with feedback



Who should attend?

- Business Professionals
- Sales Professionals
- Class size is limited to 10

Who can you contact?

Please call us at 512.671.6711 or email us at info@ispeak.com for more information.