



Engaging Audiences

Learn how to capture your audience's attention, engage them in conversation and inspire them to action.



Course duration – 14 hours (2 days)

How you will benefit...

- Deliver DVD recorded presentations with live coaching
- Master powerful openings and closes that captivate and motivate
- Apply the four phases that define the presentation process
- Practice techniques to establish the greatest first impressions
- Define the essential stories every leader should be prepared to tell
- Practice methods for dealing with difficult and challenging audiences
- Utilize metaphors and stories to evoke audience understanding
- Master the use of body language to send congruent messages
- Use humor to invigorate and improve your message reception
- Incorporate fast paced slide show methods to create impact
- Practice effective, powerful and flowing delivery to connect
- Present “your story” and receive professional feedback

Course Topics

- **Make a Connection**
 - Presentation purpose
 - Persuasion opportunity
 - Audience analysis
 - CABA review
 - Presentation structure
 - Stage first impressions
 - Stage presence
 - DVD recording
- **Keep their Attention**
 - Avoiding the Lull
 - Colorful items
 - Using humor
 - Storytelling
 - Analogies and metaphors
 - Using visual aids
 - Audience involvement
 - DVD recording
 - Speak with body language
 - Power of the pause
 - Vocal power
 - Asking questions
 - Transitions
 - DVD Recording
- **Tell the Story**
 - Functions of stories
 - The five elements of effective stories
 - Corporate storytelling
 - Essential leader stories
 - My stories
 - Learn the “Explain yourself” story
 - Learn the “Paint the future” story
 - Learn the “Customer or product” story
 - Learn the “Counter-argument” story
 - Present your story
 - DVD recording
- **Implement to Improve**
 - Continuous improvement
 - Online resources
 - Satori
 - 21-day habits
 - Personal action plan



Who should attend?

- Experienced presenters
- Leaders who want to further improve speaking skills
- Senior sales professionals

Who can you contact?

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