

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
- Discover the length of audience attentions spans and why 9-minutes might be a good length to select
- 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
- Learn a method for constructing powerful opening and closes for a presentation
- Create transitions for your presentation to create flow
- Receive feedback from your peers and a professional coach on each of your presentations

Course Topics

- **Purpose and Audience**
 - What is your purpose?
 - Who is your audience?
 - Using the 6 Questions
- **Creating Succinct Messages**
 - 6-Word Summaries
 - Audience attention spans
- **How to Open a Presentation**
 - The CABA Formula
 - Write your CABA
- **How to Close a Presentation**
 - The MAS Formula
 - Write your MAS
- **iSpeak Quick-Start Models**
 - Quick Start Models
 - How to select a model?
- **Structured for Flow**
 - Include supporting data
 - Using transitions for flow
- **Receive Coaching on Presentations**

Course Activities

Define your purpose and audience

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

Develop a Strong Opening

Using the situation brought to class, each participant will write and deliver an opening.

Create a Powerful Close

Write and deliver a powerful close to inspire and direct your audience toward their next step.

Develop & Deliver a Quick-Start

Each participant will deliver a Quick-Start presentation using their own personal situation.

Receive coaching and feedback on all presentations

All presentations are video recorded with your device. You will receive coaching and feedback on all presentations.



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.