

Soft-Train



*At Soft-Train
Technology Works*

Public Speaking (2 Days) ST00020

COURSE GOAL: Upon successful completion of this course the student will have the ability to deliver well planned presentations to a public audience.

PREREQUISITES: None.

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Speak to large Public Audiences
- Delivery Presentations to Public Audiences
- Speak without Fear to Large Groups
- Believe in Themselves

KEY TOPICS:

I. The Arts of Speaking and Rhetoric

- A.** Three Elements of Persuasion
- B.** The Three Components of Your Message
- C.** The Words
- D.** The Tone
- E.** The Body
- F.** Be Aware of Your Style of Communication
- G.** A Simple Structure for Short Talks
 1. Part One
 2. Part Two
 3. Part Three
- H.** You Have A Job To Do
- I.** A Complex Structure for Longer Speeches
- J.** Speaking with Power and Presence
- K.** Learning From Others

II. Planning and Preparation Made Simple

- A.** Start with Audience Demographics and Characteristics
- B.** Age and Age Range
- C.** Gender
- D.** Income
- E.** Education
- F.** Occupation
- G.** Family Status
- H.** Audience Familiarity with Your Subject
- I.** How Do They Think?
- J.** Common Desires
- K.** What is Happening in Their Lives?

L. Do Your Homework – Go Beyond Demographics and Traits

M. Consider What’s Happening in Their Businesses

N. Find Out What the Local Environment is Like

O. Keep in Mind Who Else They’ve Heard Lately

P. Tailor Your Talk to the Audience’s Specific Concerns

Q. Start with the End in Mind

R. Watch The Clock

S. Once You’ve Done Your Homework, Prepare

T. The Prep Formula

U. The Prep Formula in Action

V. The Windshield Wiper Method

W. The Circles Method

X. Plan Your Opening and Closing with Care

Y. Planning the Visual Part of Your Speech

Z. The Magic Wand Technique

AA. PowerPoint in Speaking

BB. The 5 X 5 Rule

CC. Face the Audience

DD. Lights, Please

EE. PowerPoint Is Only A Prop

FF. Expect the Unexpected

GG. Keep Attention on You and Your Message

HH. Planning a Smooth Delivery

II. Move Seamlessly from Point to Point

JJ. Practice – It Pays Off

KK. Use Memory Techniques

III. Self-Confidence and Mental Mastery: Eliminating the Fear of Public Speaking

A. All Fears Are Learned

B. Start With Your Message

C. Speak From The Heart

D. The Audience is On Your Side

E. How to Build Confidence and Competence

F. Last Minute Confidence Builders

IV. Start Strong with Any Audience

A. Your Introduction

B. After the Introduction

C. Step Up Confidently

D. Look the Part

E. Build Positive Expectations

F. Take Charge Immediately

G. Be Authentic and Humble

H. A Long List of Ways To Start a Speech

I.

V. Mastering Meetings with Small Groups

A. Small Group Meetings are Important

B. Types of Meetings

C. The Meeting Leader

D. The Active Participant

E. Persuading Others

F. Avoid Criticism or Negativity

VI. Mastering Small-Group Presentations and Negotiations

A. Can Make or Break Your Career

B. Remember That Everything Is A Negotiation

C. Understand the Meeting Participants

D. Negotiating Big Deals

- E. Presentation versus Negotiation: The Principles Remain the Same
- F. Talking is a Two-Way Street

**VII. Platform Mastery:
Impressing Large Audiences**

- A. The Shorter the Talk, the More Difficult
- B. The Eight Parts of a Keynote Talk
- C. The Seven Essential Elements of a Speech
- D. Getting Your Point Across
- E. Making Smooth Transitions
- F. Maintaining a Coherence
- G. Creating an Audience Rapport
- H. Keeping Good Timing and Pacing
- I. Summarizing and Closing
- J. Special Occasion Speaking

VIII. Vocal Mastery: Powerful Voice Techniques

- A. Slow Down
- B. Energy is Essential
- C. Everyone Must Be Able to Hear
- D. Take Nothing for Granted
- E. The Sound System Is Critical
- F. No Sound Integrity – No Speech
- G. Expect a Deficient Sound System
- H. Building Vocal Power
- I. Pausing for Power
- J. Tone of Voice
- K. The Physical Side of the Voice and Throat

**IX. Tricks of the Trade:
Techniques of Master Speakers**

- A. The Highest Paid Speakers
- B. The Journeyman Speakers
- C. Two Qualities of Top Speakers
- D. Other Things Top Speakers Do Well and Why You Should Do Them Well Too

X. Controlling Your Space

- A. Know the Lies People Tell
- B. Fire Regulations
- C. It's Computer Controlled
- D. How to Deal with the Lies People Tell
- E. Check the Lighting
- F. Control the Room Setup
- G. Control the Stage
- H. Tune Into the Sound System
- I. Managing a Podium
- J. Using Visual Supports and Props
- K. Control the Temperature
- L.

XI. Ending with a Bang: Leave Them Breathless!

- A. Plan Your Ending Word for Word
- B. End with a Call to Action
- C. Close with a Summary
- D. Close with a Story
- E. Make Them Laugh
- F. Make It Rhyme
- G. Make It Clear That You're Done
- H. Let them Applaud