

PRESENTING FOR INFLUENCE

One
Day
Course

LEARN HOW TO BE A CONFIDENT PUBLIC SPEAKER

Learning how to speak with charisma and clarity is no longer a 'nice to have' skill but a critical leadership skill that has the power to influence your next promotion, your pay packet and your profile.

In this practical, hands-on workshop you'll learn the strategies and tips for being brilliant at delivering speeches, sales presentations, media comments, job interviews, Q&A sessions, panels, and more.

THE ACTOR FACTOR

- All trainers have extensive business credentials and work as professional actors in film, stage and TV
- Learn from those who get paid to persuade and those who speak for a living

TOPICS INCLUDE:

- Organising your message
- Using storytelling techniques
- Handling technical glitches
- Speaker etiquette
- Vocal projection
- Mastering humour
- Using body language
- Conquering nerves
- Building audience rapport
- Stagecraft
- Microphone technique
- Using speaker notes
- Memorisation techniques
- Icebreakers
- Delivering off-the-cuff presentations
- Speech templates and structures

WHO'S IT FOR?

This one-day course is for:

- Managers who need present to their team or stakeholders
- Professional speakers wanting to learn some new 'tricks' to add to their suite of tools
- Authors wanting to use speaking as a promotional tool
- Sales and marketing teams who need to pitch, present and persuade

COURSE OVERVIEW:

Presenting for Influence is a comprehensive public speaking training system for creating highly effective presentations. Based on rigorous study of the best public speakers in the world, this course shows you how to select your topic, tell powerful stories, and master your delivery. It will shorten your learning curve, save yourself years of trial and error and teach you the blueprint for creating a winning presentation.

1. Preparation

- **Organising your message**
– what's the moral of the story?
- **Researching techniques**
– accessing facts, figures and images quickly and easily
- **Mindfulness and relaxation**
– essential tools for remaining calm and collected
- **Delivering off-the-cuff presentations**
– tips and tricks to get you off the hook
- **Using speech templates and structures**
– for creating instant presentations
- **Speaker etiquette**
– how to get tech crew, clients and fellow speakers on side

2. Persuasion

- **Using archetypal storytelling templates**
– the art of influence and being memorable
- **Mastering humour**
– how to use humour without offending
- **Rehearsal and warm up exercises**
– how to prepare like a professional
- **Speaker notes**
– to memorise or speak off the cuff? We show you how to do both
- **Stagecraft**
– take control of the space and make it work for you
- **Microphone techniques**
– what to do, what not to do
- **Writing ice-breakers and credibility statements**
– establishing your authority to speak

3. Performing

- **Conquering nerves**
– convert nervous energy into confidence
- **Handling technical glitches**
– contingency plans and scripts to cover every situation
- **Making the most of your voice**
– increasing vocal power, articulation, range and tone
- **Building audience rapport**
– tips for creating interaction and goodwill
- **Body language**
– how to use your hands and how to stand
- **Rehearsed gestures**
– how to use gestures effectively
- **Eye contact**
– how to build a personal connection with audiences big and small

We have trained the teams of some of Australia's leading organisations:

coles



Cadbury Schweppes

Canon



citibank



Premier and Cabinet



Australian Government
Department of Foreign Affairs and Trade



WORKSHOP AVAILABLE AS:

- 1-hour keynote
- 3-hour workshop
- 1-day workshop
- In person or online

WHAT YOU'LL GET:

- One to one feedback
- Personalised coaching
- Customised learning plan for future development
- Small group sizes to ensure personalised attention



Head trainer, Bernadette Schwerdt

WATCH BERNADETTE IN ACTION:

TEDx talk: [youtube/TF60LunysM4](https://www.youtube.com/watch?v=TF60LunysM4)

Speaker showreel: <http://bit.ly/bernadetteshowreel>

FOR MORE INFORMATION

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