

Public Speaking Training: Create Compelling Speeches & Presentations Course Outline

Creating Compelling Speeches –

Employing a proven five-step method

- Hooking the audience
- Identifying the critical need
- Presenting the key ideas concisely
- Explaining the payoff
- Calling for action

Identifying your goal

- Informing
- Persuading
- Motivating
- Entertaining

The skill-building cycle

- Determining your baseline public speaking skills
- Taming fears and increasing confidence through practise and preparation
- Leveraging your own personality and style
- Increasing your awareness and abilities by evaluating other speakers
- Integrating audience feedback to fine-tune your delivery

Building an Effective Presentation –

The construction and design process

- Setting objectives
- Assessing and addressing the needs of your audience
- Matching purpose and point to the audience
- Creating the storyboard model



Mind mapping as a presentation design tool

- Rapidly capturing presentation ideas
- Structuring content for clarity
- Converting mind maps into presentations

Shaping the presentation

- Applying learning theory for optimal information transfer
- Employing 7+/-2 rule to aid comprehension
- Volume vs. retention
- Identifying the key points

Designing high-impact slides

- Making text, colour and graphics work together
- Limiting content to increase effect
- Employing information graphics to simplify complex data
- Avoiding visual traps

Engaging Your Audience

The speaker as a visual aid

- Directing the audience's natural eye movement
- Moving dynamically within the presentation space
- Engaging the entire audience with effective eye contact
- Synchronising gestures to the verbal message

Animating your speech with vocal variety

- Adding pitch modulation and dynamics
- Reinforcing points with pauses and silence
- Reducing verbal distractors

Delivering memorable openings and closings

- Five opening strategies to spark interest
- Motivating the audience with a call to action



Adding Interactivity to Your Presentations –

Drawing the audience

- Stimulating participation with preplanned questions
- Conveying content through topical questions
- When to ask rhetorical, group or targeted questions

Handling questions from the audience

- Reward, restate and respond
- Keeping your answers short and simple
- Getting back on track after an unplanned interruption

Managing the post-talk Q&A session

- Pre-empting "hot-button" questions
- Staying aware of the message you are conveying
- Priming the pump when there are no questions

Rehearsing and Delivering Your Speech –

Building confidence with practise

- Effective rehearsal techniques
- Incorporating audience feedback to improve a presentation
- Staying within your time limit

Delivering your presentation

- Opening dynamically to create a winning first impression
- Applying your public speaking toolkit

