

**PRESENTATION ISN'T EVERYTHING, IT'S THE ONLY THING!**

# American **SPEAKER** TRAINING CAMP

## **PROGRAM AGENDA:**

### **DAY 1: THE SIX TRUTHS OF HUMAN INTERACTION**

#### **Learn to:**

- Define the relationship between the presenter and the listener
- Establish goals for the outcome of a presentation
- Take the initial steps toward achieving those goals

### **THE THREE STEP FORMULA OF INSPIRATION**

#### **Learn to:**

- Recognize the use and value of the Formula for Inspiration
- Identify pitfalls of many common misconceptions about content arrangement
- Develop effective and persuasive content using the Formula

### **THE SEVEN ELEMENTS OF HOW TO SAY IT**

#### **Learn to:**

- Implement proper stance, eye contact, gestures and other body language in a way that will inspire trust in your listener
- Use your voice as an instrument to paint strong images for your listener
- Apply proper physicalization and verbalization regardless of the venue or number of listeners
- Identify the flexibility and ease of using the Formula for Inspiration in developing content
- List the strongest form of communication above all others
- Replicate that strength in all venues

### **THE SEVEN ESSENTIAL TOOLS FOR YOUR PRESENTATIONAL TOOLBOX**

#### **Learn to:**

- Use a lectern and microphone in the most effective way possible
- Identify the importance of using the correct attire for the occasion
- Lay out a script so simply and effectively you can read it almost cold and make it look like you've been practicing for days
- Gain the authority necessary to be a more effective presenter

### **DAY 2: THE SIX FINAL INSIGHTS TO MASTER**

#### **Learn to:**

- Control and direct your adrenaline into productive service rather than fear
- Describe what to do when things go wrong
- Develop a specific plan to insure the moments before your presentation is as effective as possible

### **DEMONSTRATION AND WORKSHOP/ GROUP COACHING**

#### **Learn to:**

- Describe exactly what it feels like and looks like when a presentation is superior, and why
- Recognize which tools you have mastered and which need further development
- Ensure your presentation is the best presentation, and identify why "The Best Presentation Wins!"

## **YOU WILL LEARN:**

- How to master the art of public speaking, while feeling like you're just having a conversation.
- How to arrange your message in ways so compelling others must join you.
- How to put in specific communication causes to achieve desired results.
- How and why everything you say and do affects those around you.

## **PRESENTERS**



For over 2 decades, Jeanette and Roy Henderson have coached industrialists, community leaders, attorneys, physicians and politicians among others in the improvement of their applicable presentation skills. Together, they have over eighty years experience in the art of presentation.

“This was an inspirational class – people were stuck to their seats during the fundamentals, afraid to hit the bathrooms & miss anything. If this had been a 5 day Training, I would have eagerly stayed all 5 days. This is information we all need to know, whether we're in sales, CEO, accounting, training, anyone who talks to people should attend!”

— Kari B., Jack Henry & Associates

“This workshop was inspiring, instructional and challenging. No matter what level of expertise you bring to the table you will be given tips and techniques to take you to the next level. Superior instructional style doubled with compelling examples kept all of us engaged and entertained. This course was at A+ in my book.”

— Donna R., USA EPA