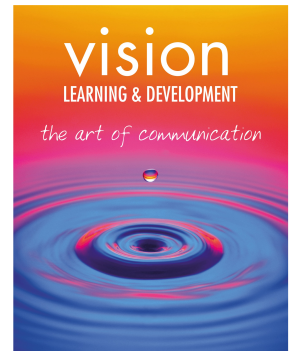


# PROFESSIONAL COACHING for CONFERENCE SPEECHES and TALKS

Create and deliver the talk of your life!



## Personal Coaching with Graham Shaw

- TEDx speaker – creator and presenter of TEDx talk viewed by millions online
- Author of *'The Art of Business Communication'* shortlisted for CMI Management Book of the Year 2016
- Speaking skills coach to major corporations worldwide

## Why receive coaching on your talk?

Making an important speech such as a conference presentation can be like walking on a high-wire without a safety net, there are ample opportunities to get it wrong. Even if you are experienced in presenting you may have noticed that it is not always easy inspire an audience. People have differing interests and concerns and it can be difficult to know how to pitch a talk to appeal to everyone. Overcoming resistance and dealing with challenges is another aspect of presenting that can unsettle a speaker. A poorly-delivered presentation is detrimental, not only to the reputation of yourself, but to the organisation you represent. Worse still you just get one shot at an important talk! Yet even in key speeches so many speakers leave too much to chance and then wonder why people aren't inspired as a result.

Fortunately the details that are so easy to get wrong are often so easy to get right- when you know how. In our one-to-one coaching programme you have the perfect opportunity to prepare and rehearse your talk in sessions devoted entirely to your needs. With support from start to finish you will thoroughly prepare your talk and learn the professional speaking techniques that will build your confidence to successfully deliver it. Whether speaking to small groups or large audiences you will learn how to use powerful techniques to get your message across with impact.

## What Will You Learn?

### *Objectives:*

By the end of the coaching programme you will be able to:

- Plan your talk in a way that will engage people and achieve your desired objectives
- Deliver your presentation with a confidence that inspires your audience right from the start
- Handle visual media in ways that add impact to key messages
- Think quickly on your feet and avoid defensiveness in the face of challenges or awkward questions

### *Specifically you will learn how to:*

- Use a planning structure that covers the questions that are typically on the minds of any audience
- Sequence your talk in a format that ensures it flows logically and makes complete sense
- Harness the power of stories and metaphors and analogies to convey your messages in memorable ways
- Use visualisation techniques to rehearse the talk in your mind
- Overcome nerves, boost confidence and ensure you are mentally prepared on the day
- Get your presentation off to a winning start every time, connecting instantly with the audience
- Be flexible in your speaking style to increase levels rapport and credibility
- Create curiosity and motivate people to listen throughout
- Appeal to hearts and minds by incorporating both emotional and logical appeal
- Develop your personal presence and connection with people
- Use advanced techniques in voice and body language to get your message across
- Show visual material in ways create intrigue, boost impact and reinforce your key points
- Encourage nervous audiences to open up and ask questions, even in a large groups
- Deal with questions and objections positively and remain in control
- End speeches in a positive way that achieves the desired response from your audience

## How Will Sessions Work? – Typical format

### Stage 1 – Drafting Ideas for Your Talk – Phone/email

- Briefing discussion usually by phone to discuss objectives and agree coaching format
- Tips provided to guide the structuring of your talk

1 – 2 weeks gap: to enable you to create a draft talk including a slide deck in required

### Stage 2 – Developing Your Talk – 2 hours - Face to Face Coaching

- Reviewing your plan for your talk – walking through it
- Refining and developing the structure, content and design of visuals
- Tips on presentation techniques that will affect how to develop your talk
- Identifying actions required to make the presentation ready for final rehearsal

1 – 2 weeks gap: to enable you to refine your talk and prepare for rehearsal

### Stage 3 – Rehearsing Your Talk – 2 hours – Face to Face Coaching

- Opportunity for a ‘dry-run’ using video to gain feedback on structure and delivery style
- Coaching as presenting technique to polish your speaking performance
- Identification of any further amendments you need to make before delivering your talk

1 week gap ideally to the presentation itself

## What are the Benefits?

The thorough planning and rehearsal will ensure that you will be as fully prepared as possible for your talk. This level of planning will enable you to minimise surprises and enable you to deliver a great talk on the day. You will be able to actually look forward to presenting your talk and feel confident in your ability to get your message across. Imagine seeing the positive reactions of people in your audience and hearing their appreciative comments as a result of your well-delivered talk. It will make all the preparation time worthwhile. Plus – you will have developed professional speaking skills that you can use time and again to ensure that all your future talks are thoroughly prepared and equally well-presented.