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Speak With Spark... Every Time

By Candice M. Coleman, Ph.D.

2 hours to 2 days – This workshop gives participants everything they need to become better presenters and enable them to make a difference to their audiences. They workshop their individual topics to make them more structured and easily followed. In the longer workshops, they will give a portion of their speech in small groups. This seminar is very interactive and includes an abundance of tips and techniques.

When you speak, you're making a PACT with your audience to Be Prepared, Audience-Centered, Clear and True/Authentic/Genuine. It doesn't just happen, but takes careful thought, planning and practice.

- **Being Prepared** – You have to determine your purpose for THIS speech and for THIS audience.
- **Being Audience-Centered** – Do you know who your audience is and what their needs are? Can you “read” them? Only then can you influence them and help improve their lives and/or be inspired to take action.
- **Clear Organization is KEY** – The audience only gets to hear the speech once, so make certain that they can follow it easily. Since you can't tell them everything, pick out the most important ideas and develop them. Then make effective transitions from idea to idea.
- **The Ability to Be True/Authentic/Genuine** – Your delivery says volumes about you; make sure it's dynamic both verbally and non-verbally. Only then can you let the “real” you shine through. It's YOU that audiences respond to.
 - **Gestures**
 - **Body Language**
 - **Movement**
- **Practice** may not make perfect, but without it you won't even come close.
 - **Using Visual Aids**
 - **Power Point vs. Overheads**
 - **Dealing with Microphones**
 - **Effective Rehearsal Techniques**
- **Handling Performance Anxiety** – We don't like to admit it, but all of us get nervous. It isn't necessarily a bad thing.