

American Management Association's Effective Executive Speaking

Learning Objectives

- Speak and Think with Greater Clarity and Purpose, Focusing on Key Ideas
- Face an Audience or Camera with Confidence and Control, and Making the Most of Your Own Natural Speaking Style
- Shape and Organize Your Public Speaking and Presentations to Persuade Listeners and to Get the Response and Results You Want
- Conquer Your Fear of Public Speaking By Managing Negative Stress
- Make Your Performance Skills, Sense of Humor, and Personality Work Together So You Project Confidence and Authenticity
- Deliver Both Impromptu and Prepared Speeches That Achieve Their Intended Goals

Starting Points

- State the Professional Benefits of Effective Executive Speaking Skills
- Identify the Elements of a Good Presentation
- Create an Individualized Checklist of Effective Speaking Skills

Probe

- Demonstrate Competencies Needed to Perform an Audience Analysis
- Apply New Strategies to Research and Organize Core and Value-Added Content in Your Presentation
- Prepare Strong Beginnings and Endings for Your Presentations

Plan

- Apply the Various Types of Organizational Patterns Used in Presentations
- Apply Structure to Develop Balanced Presentations
- Identify Appropriate Uses of Media That Enhance Your Presentation

Practice

- Apply Dynamic Delivery Skills That Add Interest and Clarity to Your Presentation
- Adapt Language to the Audience and Occasion to Increase Credibility, Attention, and Retention
- Avoid Common Misuses of Media
- Apply Proven Methods to Reduce Presentation Anxiety

Present and Process

- Project the Appropriate Image to Meet Professional and Situational Expectations
- Respond in a Focused and Controlled Fashion During Question-and-Answer Periods
- Design Successful Informative, Persuasive, Motivating and Special Event Presentations

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