



## Speaking to Lead

### Program Overview:

Speaking skills play a critical role in leadership. As leadership authority Warren Bennis says, “The management of meaning, or the mastery of communication, is inseparable from effective leadership.” At the heart of this “mastery of communication” is a leader’s ability to inspire people to embrace change, to move beyond the status quo and make new things happen. This requires a different approach to delivering the message than might otherwise be used for a management-style presentation. It also puts an emphasis on speaking skills and qualities that a leader, in particular, must exhibit in order to be effective.

### Target Audience:

*Speaking to Lead* is for individuals in leadership positions and those who are being groomed for such a role. Participants must already possess solid presentation skills and want or need to “take it up a notch” in their ability to inspire others to embrace change. As such, *Speaking to Lead* also serves as a valuable addition to any leadership development program.

**Number of Participants:** 6 maximum

**Program Length:** 2 days

### Learning Outcomes:

As a result of this training program, participants will be able to:

- Distinguish between a leadership presentation and a management presentation
- Conduct a pre-presentation analysis to customize the presentation to their purpose, audience and logistics
- Organize the presentation to best achieve its goals
- Engage and maintain audience interest
- Deliver the message in a memorable manner
- Motivate audiences to embrace the presenter’s message
- Handle challenging audiences and questions
- Use visual aids to improve retention and impact



## **Pre-Work**

Participants are asked to come to this workshop with the first draft of a 5-7 minute, leadership-oriented speech/talk. This should be a real life, business-oriented piece that seeks to gain audience buy-in to some kind of change. Those participants interested in maximizing the challenge are encouraged to pick a subject they believe would meet with audience resistance. Each speaker will be able to “set the scene” by defining the intended audience

## **Course Outline:**

### **Day 1**

1. Participant Project:  
Participants deliver the speech they prepared for pre-work. Following each presentation, areas of strength and opportunities for improvement are identified.
2. Distinguishing Between Management and Leadership Style Speaking
  - Planning & structuring a leadership message
3. Participant Project:  
Participants refine their speech based on course concepts
4. Handling questions
  - Responding to tough questioning
  - Overcoming resistance to your message
5. Participant Project:  
Participants deliver the second version of their speech and receive further coaching on their delivery



## Day 2

1. Impromptu speaking (i.e., speaking “off the cuff” as a leader)
  - Impromptu speaking practice (videotaped, coached)
2. Necessary qualities of the speaking leader & the speech/talk being given
  - How to project the qualities of a leader when speaking
  - Essential ingredients for inspirational speaking
3. Participant Project:  
Participants further refine their speech in advance of the afternoon activity
4. The role of visual aids
  - Refinement of visuals being used in prepared talks/speeches
5. Participant Project:  
Participants present their third and final version of their speech

### Materials Include:

Participant manual, leadership presentation planning pad, *Presentation Skills 201: How to Take it to the Next Level as a Confident, Engaging Presenter* by William R. Steele

### Continued Development For Sustained Results:

Add one or both follow-up options to guarantee lasting impact of your training investment.

#### **Group Webinar**

To maximize retention of classroom principles, participants can take part in a follow-up webinar. Following the live training, the webinar will be available on two separate dates, selected by the client. This custom webinar allows participants to gain techniques in topics not covered in the training program or go in-depth on subjects of interest for the group. Possible topics include: preparing to present, handling the Q&A, facilitating discussion, taking ownership of the slide presentation, and persuasive speaking.

#### **Individual Speaker Coaching** (via phone/email or webcast)

30 minutes of one-on-one coaching with each participant within 90 days of the training, will reinforce the training, preparing individuals for an upcoming presentation, speaking up at meetings, or getting them ready for impromptu speaking situations.



### **Course Tailoring:**

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific speech topics, content and format
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints