



Effective Public Speaking



It Can be Learned

All great speakers share a common trait: They learned to be great by studying those that went before them. Although we are enamored by the oratory skills of public figures from time to time, none was born with the ability to persuade or inspire.

Instead, what makes them good is the intensity of their desire to study and learn the basic skills that set great speakers apart. Jack Kennedy studied FDR and Churchill and put his own very human stamp on their style. Bill Clinton studied Kennedy and Martin Luther King; Obama



has studied them all, and when he shares stories from his life, you can even hear the comforting tones of Ronald Reagan.

Speaking well is not about

genes. Unlike basketball or the violin, no talent is required. Speaking well is a skill, comprised of physical behaviors, learnable by anyone who cares enough to succeed.

Simpler Than You Think

This is the public speaking training you've been looking for! With a unique approach proven to work, Everest Leadership Group Effective Public Speaking will entirely change the way you think about the art and science of speaking to

a group. If you are like the vast majority of our 'graduates', you will emerge from the training with such a thorough understanding and grasp of the skills needed to speak like a pro that you will wonder why you have been

working so hard for so long. You will discover that its considerably simpler to look and sound great than the way you're doing it now. Believe it or not, you will actually look forward to your next presentation!

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Course Outline

- Fun & exciting environment
- Gradual learn & practice
- Discover your strength
- Build up you comfort
- Video recorded short speeches & review
- Think on your feet approach



"In times of uncertain economy, when communication skills are paramount to either keeping your job or acquiring a new one, wouldn't it be great to have the speaking skills of Barack Obama?"

Untraditional Learning

Forget everything you've heard from your public speaking education about eye-contact, body language, and voice - it's likely either old-school, or just plain wrong. Now, in one very entertaining, interactive class, you will see and hear for yourself what has been imprisoning the excellent presenter inside you, and how you can finally break

free of the common chains that have limited the advancement abilities of so many businesspeople for generations. Participants walk away from this class knowing exactly why each of the behaviors they employ when speaking causes a specific physiological result, and how by modifying those behaviors, they can change the way their bod-

ies and minds respond. We don't use pep talks. We don't tell you to 'imagine' that you're feeling something that you're not. You will learn that although you can't change the way your body responds to certain stimuli, you can certainly change the behaviors that create and magnify the stimuli in the first place.

Seeing is Believing

Seeing is believing; you will learn the keys to proper and inspiring public speaking today and present with them tomorrow. This intensive presentation & public speaking skills course is engineered

for those who must design and deliver important presentations for maximum results. Our non-intimidating approach to public speaking combines peer review with professional coaching, al-

lowing you to make real-time objective judgments, adjust your speaking techniques, develop more confidence and project truly professional presentation skills.



Power of Preparation

- Realize the importance of research and organization in preparing an effective speech
- Illustrate how to plan and prepare strong beginnings and endings in your presentations and public speaking
- Select and design effective visuals
- Identify the key elements of your speech and learn how to make your audience remember them.



Know Your

A.U.D.I.A.N.C.E.

Analysis - Who are they? How many will be there?

Understanding - What is their knowledge of the subject?

Demographics - What is their age, sex, educational background?

Interest - Why are they there? Who asked them to be there?

Environment - Where will I stand? Can they all see & hear me?

Needs - What are their needs? What are your needs as the speaker?

Customized - What specific needs do you need to address?

Expectations - What do they expect to learn or hear from you?

What To Expect

You will acquire the presentation skills to persuade & inspire your audience by:

- Creating a great first impression
- Turning "discomfort" to your advantage
- Using physical skills to reduce nervousness
- Organizing content & order for maximum impact
- Using specific skills to take command of your audience
- Using eyes, gestures, & voice to become more powerful
- Thinking on your feet and handling really tough questions
- Using humor effectively; what type of humor & when to use it
- Avoiding the five critical mistakes that trap most public speakers
- Creating and effectively using visual aids that support your ideas
- Conducting an instant audience analysis to ensure your content is relevant

Course Format

This course is 10 90-minute sessions. In each session, participants learn few concepts, then apply them in short speeches. Peer and professional coaching review follow. Each presentation is video recorded and reviewed. Through our well-defined process, par-

ticipants easily and eloquently express their thoughts and feelings. The first few sessions will be on how to break the feat barrier. Then we will address the body language and gesture. Then we will handle audio impact with volume and sound variation. Eventu-

ally we will focus on the subject and organization. Emphasis will be on be on how to speak on your feet. You will learn how to handle special situation; hostile audience, loss of trend of thoughts, irrational questions, etc. It is all positive & supportive environment.

Story & Humor Elements

Story elements are powerful tools to capture your audience attention. They are simple, yet relate to most audience of all types.

You will learn how to choose the relevant

story to stress your points, how and when to insert your story to appeal to your audience emotions.

The right humor ignites the our left brain. They remove boredom and

spread excitement. How to inject humor to spice up your speech. How to avoid the inappropriate humors. How to avoid silly reactive comments for your humor.



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Measurable & Track-able Success



We're on the Web:
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Everest Leadership Group (ELG) is the regional representative of the Leadership Management Institute (LMI). The LMI is an international organization with over 40 years of a proven record in helping individuals develop their leadership and organizations boost their productivity. There are LMI partners in 60 countries worldwide. LMI publications are in 23 languages. Please click on our logo below to read more about what we can offer you.

Our Mission is to bridge the gap between potential and performance.

Our Purpose is to improve results in organizations and enhance the lives of the people who lead them.



Mr. Magdy Mahmoud
Master Facilitator



Who Should Take This Course

- Managers & supervisors
- Salespersons
- Teachers & instructors
- Real estate agents
- Religious guides
- Project managers
- Colleges graduates before their graduation project presentation
- Attorneys and legal aids
- Masters & Doctoral degrees
- graduates before their thesis defense
- Hosts of TV & radio shows
- Businesspeople who deal with clients
- Anyone who dreams to influence people around them
- Anyone who intends to present before small or large group of audience
- Anyone who aims to grow their verbal intelligence

