

Overcome nervousness, sweaty palms, dry throat, and butterflies as big as eagles with two dynamic days of training guaranteed to make you a more polished and confident speaker!

# Executive Presentation Skills

See inside for more about our exciting new hands-on, two-trainer format!



Take the stress out of your next presentation with the hands-on practice and personal coaching you'll get at this two-day workshop.

Enroll online at  
[www.RockhurstTraining.com](http://www.RockhurstTraining.com) or  
call 1.800.258.7246

## What Can You Expect to Gain During This Unique SPEAKING SEMINAR?

We've made this training event one of the most highly interactive sessions that you will ever attend. You won't be sitting around listening to boring lectures and theory, but you WILL be up and around practicing and learning with a group of your peers facing the same public speaking challenges that you have. This completely stress-free session will be the most memorable training you'll ever have because you'll ...

- GET **personal training** from two of the top speakers in America
- HAVE TIME to **practice everything** you learn right there at the seminar so you can get your questions answered immediately
- GAIN **insight** from **two professional speakers** who know how you feel and will help you overcome any possible fear
- MASTER TROUBLESHOOTING TECHNIQUES you can use in situations where you used to get **flustered** and **tongue-tied**
- CREATE a **personal "timing clock"** in your brain that keeps you speaking at a good pace – even when you're nervous
- GAIN TERRIFIC **openers** and **closers** that will capture your **audience's attention** and keep them focused on your message
- LEARN HOW to **handle unexpected questions** that may come from your audience
- MASTER the ins and outs of **visual aids** and how to use them to supplement your message – not detract from it

Learning how to speak clearly and confidently in front of eight, 800, or 8,000 people has never been easier or more stress-free. Register today for this interactive training event that will eliminate your greatest fear – speaking in front of others!

### SPECIAL GROUP DISCOUNT!

*When 3 enroll from your organization,  
the 4th attends FREE!*

## Two World-Class Trainers Equals More Help For You!

### Get real-life, practical skills from Judi Moreo & Allison Blankenship

During the course of two days, you'll learn the secrets of effective public speaking that top business pros, celebrities, attorneys, actors, orators, politicians and more use every day to project power and confidence when they speak. But what makes this session truly unique is having two world-class speakers and trainers leading your group – Judi Moreo and Allison Blankenship.

A founding member of the American Society for Training and Development, Judi Moreo has trained more than 20,000 professionals in 26 countries in the past 20 years. Her impressive ability is readily evident when you watch her speak – her programs are lively, down-to-earth, and packed with real-world information gathered from years of in-the-trenches experience.

As the past president of the Florida Speakers Association, Allison Blankenship has won numerous awards for her abilities as a professional speaker. She has a gift for translating complex ideas into principles that can be used every day. And as one of our most accomplished speakers, Allison brings a refreshing honesty, thought-provoking ideas, and hands-on strategies to every presentation she delivers.

At times, you'll have one trainer leading the discussion while the other offers more personalized attention to the participants. At other times, both of these outstanding instructors will move throughout the classroom offering expert insight into the challenges of public speaking.

No matter where your struggles lie, we'll help you overcome them.



### It's Training That's Guaranteed

Improving your public speaking ability is the best personal investment you'll ever make in yourself and your career. Dynamic speakers can capture your attention, persuade, seal the deal, and project power, confidence, and capability.

We're so sure that the public speaking techniques you'll learn with us will catapult your professional image higher than you ever thought possible that we're offering you a 100% money back satisfaction guarantee. If you don't agree that your personal and professional lives will improve after this training, we'll refund every cent of your registration fee – no problem. It's a win-win situation for you all the way around.



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## Worried That Your Lack of Powerful Speaking Skills Is Holding You Back?

If we could guarantee you two days of public-speaking training that's fun, exciting, invigorating, and stress-free, would you be interested?

### Completely Change Your Mind About Presenting in Just Two Days

With the introduction of **Executive Presentation Skills**, the most unique speaking workshop you'll ever attend, even the most nervous and unconfident speakers will learn the skills and techniques professional orators use to dazzle their audiences.

The ability to present your ideas in a clear and compelling way is the most important business skill you can ever possess. Businesspeople who cannot communicate well do not end up where they want to be in their careers. And in an increasingly competitive workplace, public speaking skills are more important than ever – and are even considered one of the key factors in getting hired and promoted.

### Relax ... You're Among Friends at This Workshop!

Why do most business pros hesitate to work on their speaking skills? Because they're embarrassed by their looks, their voices, their nervous tics, their minds going blank ... whatever. That's why we've built this informal and relaxing workshop to alleviate all those fears. There is practically no speaking handicap that we can't help you overcome – but you need to join us first.

### Get Personal Coaching and Attention in Our Exclusive Two-Trainer Workshop Format

Using our exclusive two-trainer format, you'll work on your speaking skills with two of the most respected and well-loved speakers in the country. These two consummate professionals know that the overwhelming majority of businesspeople would rather die than speak in front of an audience, so they're leading this 100 percent stress-free program that allows you and your peers to conquer the fear of public speaking.

You'll learn insider secrets for:

- RELAXATION TECHNIQUES
- STRESS-REDUCING ACTIVITIES
- MENTAL ORGANIZATION
- CUTTING PREPARATION TIME
- INCREASING YOUR CREDIBILITY, AND MORE!

### Attend This Program and Give Your Professional Image a Permanent Boost!

This two-day course is the best way to improve your speaking skills in a quick, easy, and nonthreatening way. Get personalized help with your biggest speaking fears with small group exercises – and plenty of them – led by your trainers. Don't wait another minute ... call 1-800-258-7246 and register today. Or, enroll online at [www.RockhurstTraining.com](http://www.RockhurstTraining.com).

Sometimes You  
Need to Do  
More Than Just  
Picture Your  
Audience  
Naked ...

# YOUR PROGRAM AGENDA

**Remember that old cliché about picturing your audience naked when you're nervous? Well, guess what? It doesn't work.**

When you attend this 2-day speaking seminar, you'll get proven techniques and strategies that are guaranteed to work. We know they do because each one has been "road tested" by the most successful public speakers in the country. Join us for these two fun-filled, enlightening days and you'll learn:

## The Fundamental Rules of Public Speaking

The most important thing about public speaking is: Presentation to the marketing group? Pitching a product to a client? Brief introduction of another speaker?

- Apply the 7 subconscious motivators and capture your audience's attention
- Select your presentation style based on your strengths – and your audience's needs
- How to apply the Need/Benefit/Feature solution formula to deliver a successful presentation every time

## Organizing a Successful Presentation

There's nothing worse than listening to an unorganized speaker mumble, bumble, and stumble through his or her presentation. Oh wait ... yes there is. It's worse if YOU'RE the one giving the unorganized speech.

- Understanding the Rule of 3 and how to use it to organize your content
- Using transitions and anchors seamlessly to hold your speech together – and your audience's attention
- Avoid the 5 Impression Killers that will blow your presentation every time

## Delivering a Powerful and Persuasive Message

Down to the part of the program that most of you fear: actually opening your mouth and having coherent words come out. Relax. We'll show you how to project a

powerful, confident image through your words, voice, and body language.

- 10 ways to move with purpose – body language that works
- How to vary your vocals to add impact and punch to key points you're trying to make
- Overcoming the terror of speaking in public and actually turning your nervousness to your advantage

## Managing Your Audience

Whether you're speaking to one person – or 1,000 – one of the key attributes of a powerful speaker is the ability to control the audience. With these techniques, even the shyest wallflower can mesmerize the most critical audiences and win them over.

- How to handle questions and use them to emphasize and support your message
- Generate audience participation when energy is low and attention spans start to wander
- 5 difficult audience member personalities and how to ensure none of them disrupt your speech

## Handling Unique Speaking Situations

You're more likely to give your most important talks in more informal situations, like one-on-one with your boss, in a department meeting – or even a job interview.

- Anticipating times that you may be asked to "say a few words" and how to prepare for them
- Buying time to mentally organize your thoughts without looking like you've drawn a blank

- How to manage an organized Q&A session after a presentation

## Using Visual Aids and Presentation Technology

Well-prepared visual aids can speak volumes. However, there is an art to creating them and this quick-hitting session will demonstrate the "dos and don'ts" of effective visual aids.

- Adhering to the 4X4 Rule of visual aids
- Is your PowerPoint presentation delivering your message – or confounding your audience?
- What to do when your high-tech visual aids are useless because of power outages, missing extension cords, broken equipment and more

## SPECIAL SECTION: Putting Your Words Into Action

All throughout the workshop, you will be practicing what you've learned with the guidance of two world-class speakers and trainers. We chunk out the live practice sessions into smaller bits to facilitate learning. That makes it easier to learn with less stress for you and the other participants.

- Gain confidence and poise by applying the lessons learned and practicing on your feet
- Receive the benefit of immediate feedback from your peers and trainers
- Identify personal public speaking strengths and weaknesses and develop a personal development plan

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