

DURATION: One Day

SUITABLE FOR: Those looking to reach the gold standard for their presentations and speeches, structured around the iconic TED speakers. A comprehensive analysis of how TED speakers win hearts and minds to inspire change and achieve their most aspirational goals and a chance to work out how the techniques could impact positively on the speeches, presentations or pitches that you deliver in your working and personal life.

COURSE OUTLINE:

OBJECTIVES:

By the end of the course you will be able to:

- Deliver a persuasive and memorable TED style presentation from a clear nine step method
- Use a strategic methodology to master the art of storytelling
- Get your audience behind your ideas, no matter how audacious or challenging they seem
- Work out how to appropriately shock, wow and amuse, regardless of how dry or complex your content
- Evaluate areas for personal development in your delivery style
- Develop the art of Influencing and persuading in a dynamic and convincing style

PROGRAMME:

Introduction and prioritisation

- What we are going to cover today
- What would you like to achieve today?

The Perception Gap

- Evaluate your personal style of delivery
- Deconstruct specific areas for development
- Vocal assessment
- Physical assessment

Content Restructure

- Finding the unexpected in the ordinary
- Develop a structure to create a story
- Inject stats and facts to show credibility

Mirror Neurons

- What they are
- Using them to evoke empathy
- Mastering appropriate uses of humour
- Achieving an emotional response from your audience

Merhabian Circles of Impact

- What they are
- How we can use them to communicate in a way that is memorable
- Understand how a listener engages with content
- Build rapport with your audience

Body Language and Vocal Power

- Actions that command authority
- Strengthen your non verbal impact
- Transfer anxieties to performance energy

Conclusion and recap

- My plan for change

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