



“Transferring information via the spoken word effectively is vital.

Cat Willford is an excellent course leader. She kept us captivated for two days with content which was thought-provoking and relevant. This is the real strength of the programme for those who want to get on and become effective leaders...”

Mark Shaoul, Network Rail

## What Is Dynamic Speaking?

We define it as “...getting people into action from the message in your words.”

### Course Goals

The course enables participants to:

- develop presentation skills in order to communicate more effectively
- communicate their vision and strategy persuasively and effectively
- develop their personal style
- fully engage their audience and favourably respond to and control their environment, solely through powerful speaking skills
- successfully present to key external stakeholders.

### The Power of the Spoken Word

Transferring information effectively via the spoken word is vital in today's fast-paced business world. No matter which technology is used, people always respond immediately to powerful speakers who get their attention and support them in taking action.

Powerful speaking is also about maintaining a focus on the key objectives for the communication.

### Spotlight Your Message

Many people don't actually want to be in the spotlight, yet find that it's a necessity to draw attention to their message. The good news is that dynamic speaking is as enjoyable as it is effective in achieving success.

### Course Benefits

- Improves spoken communication skills and leadership
- Engages and enrolls the audience in a powerful vision
- Improves communications skills: listening, speaking, body language, timing and audience interaction.

### Course Overview

Training is delivered via two half day classes, using video recording to provide feedback, followed by one-to-one coaching from a master coach. Training covers the following skill areas:

1. Developing a personal style
2. Speaking from vision
3. Using creative and dynamic language
4. Audience analysis and interaction
5. Improvisational speaking
6. Body language
7. Voice and diction
8. Effective use of audio/visual aids
9. Emotional control

### Training Methods

These focus on training individuals and groups, using film, tele-classes, Internet and real-life presentation situations to enhance learning.

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