

# Course Description

## Demystifying the Art of Public Speaking AMS273

### Overview

*“The difference between success and failure is the ability to communicate clearly and effectively. Never has this been more true than in today’s intensely competitive business climate.”*

*Aram Bakshian, Jr.  
Speech Writer  
Former President Ronald Regan*



Most people blanch at the thought of standing in front of a group to give a speech. The original Book of Lists, first published in the 1970’s, includes a list of things people fear the most, and public speaking is rated number one! What is it about this commonly accepted business practice that people find so intimidating? More importantly, how can the average practitioner gain the confidence necessary to present in today’s boardrooms, sales meetings, project meetings and business expositions?

Demystifying the Art of Public Speaking was developed to help participants conquer their fears, understand their strengths, minimize their weaknesses, and identify their own personal style of addressing audiences, large and small. This two-day interactive program will explore the basics required of any successful presentation, and allow participants to practice their presentation skills in a safe and supportive environment. Through group discussion and a series of short video-taped presentations, participants get to see first hand, their strengths and potential areas for improvement. Professional, effective public speaking is not a right of birth; it is the end result of a continuous journey of trial and error combined with dedication and a positive belief system. Join us today and start your journey towards a more stress-free and successful business career!

### Learning Objectives

Participants taking part in the program will:

- Gain insight into the human characteristics and behaviors that both support and hinder effective public speaking.
- Review the traditional components required of any presentation, regardless of the length of the presentation, setting in which the presentation is delivered, or size of the audience.
- Practice the time-tested techniques and approach used by professional speakers, including guidelines used by Toastmasters.
- Receive tips used by professional speakers that you won’t find in other public speaking programs.
- Explore techniques dealing with the stress of making a presentation.

**Format**

Didactic/Facilitator Led

Audio/Visual Support

Individual/Group Discussion

Video Recording/Playback Critique

**Duration**

2 Days

**Who Should Attend**

- Corporate Executives, Managers & Supervisors
- Sales Professionals
- Account Managers
- Project Managers
- Customer Service Representatives