

Effective Speaking



ANTON VAN DER POST &
GAVIN LUND TRAINING

EST 1970



Q: How many times have you not bought something or not bought into something because of how the person came across?

Q: How much business are you losing because of this?

Often people think they speak well because they are in the habit of it and therefore feel comfortable while speaking. The problem is that anything you are in the habit of doing feels comfortable – this does not mean that it looks or sounds good, or creates a positive perception. Speaking is all about perception! Most training programmes suggest why you should change your patterns of behaviour, they very seldom show you how to change them. The benefit of this seminar is that it is fun, interactive, and practical, allowing you to learn how to apply the skills as you work through the seminar.

Programme Objectives

- How to be real and bring through your own passion & personality
- Remembering that we are human beings, how to connect on a human level, and not just deliver the facts and logical information
- Developing an assertive mindset when speaking
- To build individual confidence by stepping out of your comfort zone and experiencing more of your potential
- To understand that “Nervous energy” is an essential ingredient in speaking, how to get “nerves” to work for you
- How to influence people through the power of emotion
- How to consciously control your body language, expression & voice in order to create a perception of confidence, passion & professionalism
- How to create impact with your audience or an individual
- Planning and preparing a presentation so that your message comes through powerfully and clearly
- To build your own ability to get a message across without having to rely on Powerpoint to do it for you
- How to use Powerpoint in a way that does not take the focus away from you, your message and your passion
- How to handle questions and difficult situations without losing your credibility
- How to apply the skills in a one to one or seated environment
- How to setup a room, and use various equipment effectively – taking responsibility for the space in which you are speaking

On this action packed and fully interactive consecutive two day seminar you will see a dramatic improvement in your skills when speaking in public, to a group or one on one. We teach the art of speaking powerfully, passionately and professionally, whilst never losing sight of having fun. Whilst it is difficult to tangibly measure an individual's attitude and mindset, the effect of it is easily detected by noticing how an individual communicates and handles other people. Since people buy from confident, passionate people and not from companies the ability to connect with someone on a human level is critical. We have all bought something from someone and paid more for it because we liked the person we were dealing with, this is not logical, this is emotional! All powerful speakers know how to use emotion to influence, yet far too many people in business speak using only facts, figures and information, this has no power! The speaker who can move people emotionally has an untold advantage over the logical speaker.

Each person is individually coached on their specific style of speaking and they will learn the critical art of speaking with passion and influencing with emotion. They will each have two video feedback sessions to create visual buy in. There is no failure on this seminar only feedback. The seminar creates the foundation to be a professional speaker; this creates enormous self belief. Each person will have a minimum of five recorded speeches as well as an individual coaching session on their own disc. This seminar incorporates Neuro Linguistic Programming technology, and the maximum group size is 10 people.