

SPEAK LIKE A CEO

Key focus

1. How to improve speeches, presentations and media interviews in both content and style.
2. How to develop your own authentic, natural style and provide you with last-minute help to reduce the preperformance jitters.
3. How to speak in sound bites for TV, radio or print.
4. How to handle tough questions from a pack of reporters.
5. How to warm up an audience and keep people engaged.
6. How to win trust of others so that they become willing to listen to your ideas, understand your vision and execute your strategies.

Who will benefit

This program is suitable for anyone who wants to improve communication skills in order to have an impact as thought leaders in their industries.

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Day one

1. The Secrets : What CEOs and Leaders Know	0900-1030
2. What it means to speak like a CEO (the one you really admire)	
<i>Morning tea break</i>	
	1030-1045
3. Eight secrets of successful CEOs and leaders who speak well	1045-1300
4. You're as good as you decide to be	
5. What you can learn from ten thousand leaders and working on TV for twenty years	
<i>Lunch</i>	
	1300-1400
6. The eight most frequent mistakes people make in front of crowds and cameras	1400-1530
7. The authenticity gap : Why the real you must shine through	
<i>Afternoon tea break</i>	
	1530-1545
8. Taking stock : How do your skills add up?	1545-1700
9. Creating a plan : Leaders know it's the way to get farther, faster	

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Day two

10. The Situations : A survival guide for the events where you must speak and be great	0900-1030
11. Speeches	
12. Presentations	
<i>Morning tea break</i>	1030-1045
13. Q & A sessions : Thinking on your feet	1045-1300
14. Media interviews	
15. Leading meetings	
<i>Lunch</i>	1300-1400
16. Conversations	1400-1530
17. The strategies : Become a great speaker by making a plan and working it	
<i>Afternoon tea break</i>	1530-1545
18. The things you can do to guarantee success	1545-1700
19. Five coaching plans	

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