

Speaking with Confidence & Clarity

Fundamental skills for the nervous or novice presenter

This document contains information about individual enrollment workshop entitled *Speaking with Confidence & Clarity*. It includes a description of the baseline learning objectives, a typical workshop agenda, an overview of our methodology and information about eCoach, our unique online skill reinforcement tool.

Description and Baseline Learning Objectives:

This foundation-level presentation skills workshop will help you manage your nerves and get your presentations started on the right foot. Through an interactive process in which skills are introduced and practiced, you'll learn how to:

- Control your racing thoughts and manage your nervousness
- Engage listeners and speak with confidence
- Organize your presentations using a simple organizational strategy
- Introduce the presentation clearly and succinctly so that it communicates (1) purpose, (2) clear direction and (3) a reason to listen

Exercises in class are video recorded and reviewed privately with the second instructor. The coaching you receive will help you see yourself objectively and keep you focused on what works uniquely for you.

Speaking with Confidence & Clarity includes pre-work, 3-month access to eCoach as well as reusable job aids and reference materials for applying what's learned in class to situations you face outside of it.

Who should attend:

This workshop is designed for those with little presentation experience and those who suffer from a great deal of nervousness. Prior to the workshop, your trainers will do what they can to tailor the workshop to meet your specific needs. Since individuals from varying backgrounds attend this workshop together, it makes for a very rich and interesting learning environment. Nervous job-seekers will also find this session beneficial because skills can be easily transferred to job interview situations.

Logistics & Enrollment

Length of class.....	1 day (9am – 5pm)
Maximum enrollment	6 participants
Location	Chicago, near O'Hare
Number of instructors	2
Fee (includes breakfast, lunch and all course materials)	\$950

Discounts apply for non-profits, those taking us for a test drive, and when two or more attend from the same organization. Ask for details.

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Details about Turpin's Methodology

As a training provider, Turpin's goal is very simple. We want to be recognized as the best in the industry. To reach this goal, we provide the most practical, personal, efficient, long-lasting presentation and facilitation skills training available anywhere. Doing that requires a close partnership with our clients, a partnership built on mutual trust, frequent communication, and deep insight into client needs and goals.

Regardless of the specific objectives of a particular training session, we help participants be more comfortable, confident and effective.

Here's an overview of our methodology.

The Orderly Conversation

We have a fluid definition of what it means to present and facilitate. We understand that presentations involve discussions that require a facilitator's skill, and group facilitators can only succeed when they are comfortable in the role of presenter and leader. At the heart of the presentation and facilitation process is what we call the "orderly conversation." By defining the process in this way, we're able to embrace the tension that exists within every business presentation and discussion—the tension between the need to be orderly (clear goal and careful structure) as well as conversational (responsive and spontaneous).

Real-life Communication Situations

We don't avoid the complexities of real-life content. During our workshops, participants practice an upcoming presentation or meeting, giving them the best opportunity to assess their skills and receive useful feedback.

Blended Learning and Skill Reinforcement

We use online learning in two ways. Before their workshop, participants complete pre-work, making the time spent in the live workshop more efficient. After their workshop, participants have access to 12 months of online skill reinforcement. Both are provided through eCoach, our secure online learners' portal. eCoach also gives buyers and managers the tools they need to reinforce learning over the long term. See page 4 for more information.

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Our approach preserves every presenter's personality and natural communication style. We help people manage the pressures of presenting and facilitating by reinforcing their strengths and helping them overcome their weaknesses.

Engagement Skills

Engagement skills help people connect to their listeners and feel comfortable with the presentation process. We've found that once participants identify and use these skills, improvement is assured.

Private Video Review and Coaching

We believe in private video review. Participants in our workshops are recorded in front of their classmates, but their videos are not replayed for the group. Instead, after each person is recorded, he or she leaves the room and watches the video privately with the second instructor. We do this for a couple reasons. First, private video review prevents embarrassment—even the best presenters are often surprised by what they see. Second, video coaching provides a level of personal attention that's impossible to achieve in front of the group.

Class Size

We're strict about class size because our workshops are built on experiential learning, individual feedback, coaching and role-playing. These processes take time. Enrolling too many people in a class reduces the amount of time individual participants receive and undermines the quality of the training.

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Workshop Agenda

Each video-recorded exercise is followed by private coaching with the 2nd instructor.

Online Pre-work

Analyzing the Audience and Organizing Thoughts

You complete an online course, which introduces you to the basics of analyzing your audience and organizing your thoughts. Using a real-life situation of your choosing, you draft an agenda for the presentation you'll work on in class. The pre-work takes less than an hour to complete.

Morning

Engaging Listeners and Improving Delivery Skills – Discussion & Exercise (video recorded)

During this exercise you develop the skills you need to manage your nervousness and engage listeners in a comfortable conversation. Once you are engaged, you will appear more confident and in control. Other delivery distractions (fidgeting, filler words like “um,” pacing and so on) are addressed.

Introduction Best Practices – Discussion & Workshop

Picking up from the pre-work, you are introduced to a flexible strategy for effective introductions. The discussion focuses on honing the message, adjusting to the needs of various listeners and organizing information as persuasively as possible.

Afternoon

Delivering Introductions – Discussion & Exercise (video recorded)

You practice delivering the introduction to your presentation. Work focuses on laying an effective foundation and giving listeners a sense of direction, purpose and a reason to listen.

Body and Conclusion Best Practices – Discussion & Workshop

Work shifts to (1) organizing ideas to support the introduction and (b) best practices for concluding a presentation and setting action steps. You apply these concepts to your own presentation using a paper-based job aid.

Follow-up and Skill Reinforcement

Three-month Premium eCoach License

To encourage long-term learning and use of skills developed in the live course, you have access to eCoach, our online learners' portal. eCoach includes in-class tools & takeaways, your in-class videos with integrated instructor feedback and class re-cap letter with individualized recommendations.

Tools & Takeaways: Hard copies and digital versions of the Preparation Worksheet and Presentation Outline.

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Skill Reinforcement Through eCoach

To promote long-term learning and skill-application back on the job, you will have access to eCoach for 3 months. This online tool includes many features that are rolled out over the course of your license including (a) pre-work, (b) in-class tools & takeaways, (c) your in-class videos with integrated instructor feedback, (d) class recap letter and (e) Turpin's blog. Instructors are also available to you through (f) the "Ask a Turpin Expert" forum, in which you can seek recommendations about communication issues you face.

The image shows two screenshots of the eCoach website. The top screenshot is the main dashboard, and the bottom screenshot is a video player interface. A large blue arrow points from the top screenshot to the bottom one.

Top Screenshot: eCoach by turpin communication

- Callout a:** Pre-workshop section with links: Assessment Form, PPT Video (optional), PwCC Pre-work Video.
- Callout b:** My Workshop section with links: Preparation Worksheet, Presentation Outline.
- Callout c:** My Videos section with links: Engagement Exercise, Introduction Exercise.
- Callout d:** Workshop Home Page content, including a welcome message and a recap letter: "I enjoyed working with all of you in Presenting with Confidence and Clarity on January 26th. Thanks for your thoughtful participation. As I said at the end of the class, the purpose of this letter is to remind all of you of the work we did as a class. We also added feedback to each of your in-class videos. Links to these are on the left under 'My Videos.'"
- Callout e:** Trainers' Notebook (blog) section with links: My Presentation Slides Too Detailed, but I Haven't Used Them. Any Advice?, Training and Presenting in a Virtual World: Turpin Communication's Top 10 List of Best Practices (a Year in the Making), I have been told I should gesture less. What do you think?, Take Your Presentations to the Next Level in 2011, Partnership Provides How-to Guidance for Online Presentation Tool.
- Callout f:** Ask a Turpin Expert section with a text input field and a Submit button.

Bottom Screenshot: Video Player

- Callout c:** Video player interface showing a video titled "Interactions".
- Text on the right:** "Interaction Exercise" with a "Comments" section and a "Download Slides" link.

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About Our Trainers

Turpin Communication instructors are dedicated to providing the best presentation and facilitation skills training available. As you can see in these short biographies, our skills as trainers, coaches and workshop designers are enriched by our diverse backgrounds.



Dale Ludwig (Trainer/President) has a Ph.D. in communication and, prior to Turpin, taught at the University of Illinois at Urbana-Champaign. Dale founded Turpin Communication in 1992. Since then he has worked to keep the company focused on what it does best: providing world-class presentation and facilitation skills training in small, interactive workshops.

"A lot of presentation skills training for business people is built on the Public Speaking 101 model. That doesn't work, primarily because today's business presenters don't deliver formal speeches. They deliver informal, interactive presentations. If your current training vendor hasn't moved beyond 101, I look forward to working with you."



Greg Owen-Boger (Trainer/Vice President) has been with Turpin Communication since 1995. He started as a camera man, quickly moving on to trainer and coach, project manager, account manager and now VP. Trained in management and the performing arts, he brings a diverse set of skills and experience to the organization. Prior to joining Turpin, Greg was a Project Leader for a boutique consultancy that uses live theatre to initiate the leadership development process.

"What I offer is a deep understanding of how to help people engage listeners. How to settle their racing minds, think on their feet and initiate a genuine conversation. When people are engaged, their natural skills kick in. Once that happens, we usually don't have to worry about what are traditionally thought of as 'delivery skills.' We just get down to the real work of making sure that what's said is heard."



Mary Clare Healy (Trainer) has been working as a communication trainer and consultant for over 20 years. She specializes in management development, presentation and facilitation skills, group process and team building. Mary Clare joined Turpin in 1996. Prior to Turpin she was Director of Management Training for Household International and Director of Marketing for an international communication consulting firm.

"Having worked in the corporate environment as a buyer of training, I understand firsthand the importance of the tailoring process. I also understand the immense value of working on real-life presentation and facilitation situations in class. Communication skills training that doesn't focus on real-life situations is never a good investment."



Sarah Stocker (Trainer/Workshop Coordinator) graduated from Bowling Green State University with a Bachelor of Arts in Communication. She spent her first 5 years post-college focusing on the Arts part of her degree, working as a Stage Manager in the theatre world. Then she began slowly shifting to the Communication side of her degree. Naturally reserved, Sarah knows a thing or two about the anxiety that comes with speaking to groups. Having overcome her fear of being in the spotlight, she is uniquely positioned to help others through it as well.

"Being nervous is like being in a funhouse. You lose your sense of self, your thoughts are jumbled and you can't see straight. Then the walls start closing in on you. This is, of course, no fun at all, and it makes for a pretty awful experience when you're trying to deliver a presentation to your boss. I love helping people find their own way out of the funhouse."

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