

## SPEAKING TO INFLUENCE

Enhance your leadership capabilities by acquiring rhetorical devices, strategies and structures used by master speakers

**DESIGNED FOR:** Leaders and Managers with the desire to improve their ability to influence stakeholders, convince sceptics, win commitment, motivate staff, convey confidence and articulate clearly.

Leaders and managers at all levels of their organisation are called upon to address audiences both large and small, yet often receive specialised training only when their role requires expertise in handling media interviews.

At the same time, the majority of public speaking programs currently available in Australia focus on presentation and delivery, while underplaying the role of content, structure and the power of words.

Janet Brady provides a unique educational program designed to introduce the techniques of rhetoric and modern communication strategies to those charged with public speaking.

### LEARN THE IMPORTANCE OF WORDS

Why do we recall that Martin Luther King said “I have a dream” and John F Kennedy said “Ask not what your country can do for you; ask what you can do for your country”? Because skilfully-crafted phrases make speeches memorable. Discover how communication research has been misrepresented by the claim that body language comprises 93% of communication.

### ENHANCE YOUR SOCIAL CAPITAL

Increase your visibility as a leader by sounding like one. Learn how to articulate an argument that convinces each person in your audience while winning their hearts and gaining respect.

### EXPAND YOUR COMMUNICATION TOOLKIT

Acquire a suite of rhetorical strategies and resources to use when delivering a speech. Learn from the technical analysis of real-life examples taken from a variety of public speakers performing in business, management and other domains.

### INCREASE IMPACT THROUGH STRUCTURE

Learn techniques for structuring speeches to maximise impact.

### WHO SHOULD ATTEND THIS TRAINING?

Individuals interested in developing the know-how and practices of time-proven rhetorical appeals and rhetorical devices in addition to modern communication strategies.



## THE PROGRAM

### MODULES

### AGENDA

- | MODULES                                     | AGENDA                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Devices and Strategies in Speech Writing | <ul style="list-style-type: none"><li>▪ Learn from the technical analysis of effective and ineffective speeches presented by well-known Australian and International business leaders, management speakers, and politicians</li><li>▪ Acquire a toolkit of rhetorical devices and strategies</li></ul> |
| 2. Planning Your Speech                     | <ul style="list-style-type: none"><li>▪ Learn how speeches are structured using the examples analysed above</li><li>▪ Evaluate a sample of speech planners</li></ul>                                                                                                                                   |
| 3. Strategies for Speech Presentation       | <ul style="list-style-type: none"><li>▪ Learn methods to enhance personal resources drawn upon during a presentation</li><li>▪ Review how these resources will be used in the practice session</li></ul>                                                                                               |
| 4. Practice Session and Feedback            | <ul style="list-style-type: none"><li>▪ Stand and deliver a short presentation, ideally a dress rehearsal for an upcoming commitment</li><li>▪ Gain invaluable feedback in a safe environment from fellow classmates and the facilitator</li></ul>                                                     |

## THE FORMATS

### ONE-DAY WORKSHOP

- Modules 1 and 2
- Development manual including full analysis of examples used in class and sample speech planners

### TWO-DAY WORKSHOP

- Modules 1 to 4
- Development manual including full analysis of examples used in class, sample speech planners, and exercises used in Modules 3 and 4

## FOLLOW-UP COACHING AVAILABLE UPON REQUEST

Coaching consolidates learning after leaders and managers leave the training room and start the challenging task of preparing to speak in public at work and elsewhere.

Individual or group coaching is available upon request. Please contact Janet for further details.

## FACILITATOR, PROGRAM DEVELOPER AND SUBJECT MATTER EXPERT

Dr Janet Brady is an Organisational Linguist specialising in professional communication. Her doctorate research focused on the professional socialisation of managers in a Global 500 company. She is at the leading edge of understanding how informal learning occurs in leadership and management development. Janet has over twenty years consulting, training and coaching experience gained through a wide variety of roles in business intelligence services, personal development and corporate training, and management consulting. She has worked with individuals and groups in both the public and private sectors, in all major industry sectors, and with individuals and groups at all levels. Her work has taken her all over Australia and also to Thailand, Malaysia, The Philippines and New Zealand.