



# THE INFLUENCE BUSINESS

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*Raise your level of influence*

## BEING THE SPEAKER THEY WANT TO HEAR (Seminar)

### Overview

This programme of **up to two hours**, where the size of the audience is immaterial, explores how you can really differentiate yourself as a speaker. It is fast moving, entertaining and informative and an excellent option for retreats and conferences where it is a winner for that after-lunch 'graveyard slot' or following a run of heavy technical sessions.

Most professional service speakers know what they are talking about; few, however, are good speakers. This can be one of the most effective ways for you to really stand out from the crowd in what is a difficult arena in which to differentiate yourself. From differentiation come new connections and from these, more often than not, new or more business.

Depending on the audience size, our team consists of two or three presenters and the audience will be thoroughly engaged throughout.

### Aim

To leave you understanding what is required to deliver a high impact and memorable presentation which makes you stand out from the crowd, confident that you have modelled the essential skills and behaviours.

### Outcomes

At the end of the programme you will know how to:

- Differentiate yourself as a speaker
- Have greater influence when presenting
- Present more confidently, knowing how to do so with poise, credibility and conviction
- Get to the point more quickly
- Engage more with your audience and hold their attention
- Read and adjust to audience non-verbal signals
- Structure your message more effectively
- Make the best use of visual aids



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### Outline Programme

We will address aspects from the following broad areas:

- Authentic behaviour
- Delivery
- Structure
- Use of Visual Aids

### Methodology

The presenters will lead an interactive seminar modelling the behaviours that can lead to more effective presentations. Walking the talk will allow the audience to differentiate between good and bad practice. The level of interaction is determined by the audience, to allow them to remain in their comfort zone and yet experience the behaviours. This increases the learning potential.



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