



Immediate Ways You'll Benefit...

- * Speak fluently with confidence and poise in impromptu situations
- * Learn how to build rapport with any size audience
- * Organize your thoughts efficiently and seamlessly
- * Incorporate techniques that focus your audience and make your message memorable and 'quote-able'
- * Discover need-to-know strategies to calm your nerves
- * Save hours by knowing where to start your presentation
- * Learn how to create a road map that allows your audience to want to ride along
- * Utilize your unique gestures and body language to your benefit
- * Create key messages and adapt them to unique audiences
- * Make the video camera work for you, not against you
- * Handle audience questions with confidence and ease
- * Defuse critics and bridge them to your message
- * Present your message with confidence, influence, and credibility!

Presented by



*Kathleen Randall
CEO*

*Keynote Speaker
Corporate Trainer
Executive Coach*

PROGRAM DETAILS

LOCATION



Windmill Leadership®
Training, Coaching, Consulting

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Windmill Leadership®
Renewing Your Leadership Resources!



Speaking to Your Publics and the Media

How to Keep Your Message on Target and on Track!

*For executives and
business professionals who speak
on behalf of their organization.*

More Confidence!

More Credibility!

More Influence!

More Memorability!

What Our Clients Are Saying...

“Very well-organized and delivered... knowledgeable, energetic, patient, and clear. Many specific skills I can use immediately.”

— Heidi L.
Automation Field Support

“Eye opening, practical, and powerful. This training was inspiring and motivating.”

— Jeanne H.
Executive Director of Legal Affairs

“This was the Best, most educational, most useful, most life-changing, amply presented and interactive training I have ever attended!”

— John P.
Administration Coordinator

“Kathleen’s ability to bring her audience into the topic and keep us focused with examples and activities made this class excellent.”

— Wendy M.
Credit Professional



Speaking to Your Publics and the Media: How to Keep Your Message on Target and on Track!

Understanding You and Your Publics

- The Power and Perception of the Unspoken
- Building Trust, Speaking Respect
- Understanding Your Audience Needs
- The Power of Persuasion and Buy-In

Developing Your Key Messages

- Navigate the road blocks that keep you from getting started
- Organize your thoughts efficiently and seamlessly
- Build key messages that create credibility and buy-in
- Create a road map that allows your audience to stay connected

Creating the ‘Memorability’ Factor

- Incorporate openers that capture audience attention
- Add interest to technical messages
- Know the dos and don’ts of using humor

- Embrace the power of story and imagery
- Learn the ‘must-know’ steps to move your audience to action
- Include techniques that make you ‘Quote-able’ to the media

Microphone & Video Camera: Do’s & Don’ts

- Understanding techniques that will make the video camera work for you
- Learning to be comfortable with recording
- Learning what microphones work best and when

The Windmill Leadership[®] Difference

Being in the Moment: Dealing with Audience and Media Questions and Interruptions

- Master strategies to calm your nerves so you can present in a professional manner
- Put nervous energy to work for you
- Use posture, gestures, and eye contact to your benefit
- Learn how to bridge to your key messages when questions take you off track
- Discover how to block negative comments and bridge back to a positive message
- Internalize solid approaches to stay composed and keep your message on target and on track!



Additional programs that can brought directly to you...

Powerful Writing to Increase Your Credibility and Influence

- Get your thoughts out and flowing
- Reduce your writing time by 30-40%
- Discover the most common mistakes in business grammar
- Learn persuasive writing to get your customer’s buy-in
- Increase your confidence for more clarity, credibility, and influence!

Power-Up Your Leadership! For Managers who want to be more effective Leaders!

TO REGISTER:

ONLINE
www.RandallResourcesInt.com

Or CALL US
(816) 617-4825