



## 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



### Info you can use immediately!

- ✓ Organize your thoughts in minutes instead of hours!
- ✓ Incorporate non-verbal techniques that create an image of confidence
- ✓ Discover need-to-know strategies for handling questions and interruptions!



## Speaking to Your Publics

### How to Keep Your Message

### 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

## Publics and the Media:

### on Target and on Track!

- 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
- ### Being in the Moment:

## The Windmill Leadership<sup>®</sup> Difference

### 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](http://www.RandallResourcesInt.com)

Or CALL US

(816) 617-4825