

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2522](http://www.amanet.org/2522)

# Effective Executive Speaking

**Speak, present and communicate with poise, power and persuasion.**

Today, presentations and public speaking are very much a part of every executive's responsibilities. Effective executive speaking is what distinguishes the successful professional from everyone else. Public speaking skills are most critical to your success-and to your individual and corporate image. Learn to use powerful tools and techniques to turn every presentation or public speaking opportunity into a rewarding experience.

## How You Will Benefit

- Speak and think with greater clarity and purpose, stressing key ideas
- Face an audience or camera with confidence and control, and make the most of your own natural speaking style
- Shape and organize your public speaking and presentations to persuade listeners and get the response and results you want
- Conquer fear of public speaking and negative stress
- Make your performance skills, your sense of humor and your own personality work for you
- Give impromptu and prepared speeches to the class and receive personalized feedback

## What You Will Cover

### Fundamentals of Executive Speaking Skills

- Identify the elements of a good presentation
- Create an individualized speaking skills profile
- Set personal goals for the development of public speaking skills

### Preparation

- The importance of research and organization in preparing an effective presentation
- Illustrate how to plan and prepare strong beginnings and endings in your presentations and public speaking
- Select and design effective visuals

### Delivery Skills

- The effective use of voice, action, image and language in public speaking
- Apply strategies for positively addressing speech anxiety
- Practice articulation methods

## Essentials for Winning Presentations and Public Speaking

- Choose appropriate strategies for reaching reluctant, uncommitted and inactive audiences
- Design successful informative, persuasive, entertaining motivational and special event presentations
- Respond in a focused and controlled fashion to questions and answer
- Impromptu speech making

## Who Should Attend

Executives with some prior public speaking experience who must speak in front of groups, make presentations, sell ideas to others or face cameras and microphones.

## Special Feature

You'll be recorded in action as you address your colleagues. You will see yourself improve, relax and refine your public speaking techniques with each performance. This recording is yours to keep.

*"The seminar far exceeded my expectations. I can truly say I learned skills that I will remember and use regularly."* - Claryce King, Hobart Corporation

## Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

## Credits

1.8 CEU

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