

# Effective Executive Speaking

## Learning Objectives

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- Apply the Skills for Planning and Presenting an Effective Presentation
- Improve Your Speaking Skills, and Develop an Individual Presentational Style
- Learn Strategies for Dealing with Presentation Anxiety

## Starting Points

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- State the Professional Benefits of Effective Executive Speaking Skills
- Identify the Elements of a Good Presentation
- Create an Individualized Checklist of Effective Speaking Skills

## Probe

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- Demonstrate Competencies Needed to Perform an Audience Analysis
- Apply New Strategies to Research and Organize Core and Value-Added Content in Your Presentation

## Plan

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- Apply the Various Types of Organizational Patterns Used in Presentations
- Apply Structure to Develop Balanced Presentations
- Identify Appropriate Uses of Media That Enhance Your Presentation

## Practice

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- Apply Dynamic Delivery Skills That Add Interest and Clarity to Your Presentation
- Adapt Language to the Audience and Occasion to Increase Credibility, Attention, and Retention
- Avoid Common Misuses of Media
- Apply Proven Methods to Reduce Presentation Anxiety

## Present and Process

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- Project the Appropriate Image to Meet Professional and Situational Expectations
- Respond in a Focused and Controlled Fashion During Question-and-Answer Periods
- Design Successful Informative, Persuasive, Motivating and Special Event Presentations