

What makes a
speech GREAT?



Public Speaking Workshop Series

Design and Delivery

A great speaker must be able to master both parts. These workshops systematically address the style, substance and delivery required to master each.

"One of the best skill-based programs I've experienced."
— Kim Praitano, CEO, Gilda's Club

INVEST IN A BETTER YOU

Reach deep inside yourself to be the best speaker you can be. Use your voice to reach your dreams. Embrace this journey whole-heartedly; the rewards are far reaching and the process is exhilarating. As a result, you will create opportunities you cannot envision today. This is your chance to invest in a better you. Reserve your seat NOW, seating is limited.

Part 1: Speech Delivery*

2 Day Course: \$1595

2 days or 4 evening workshops

Course Description: This workshop is designed to transform your delivery. Participants develop skills by delivering five speeches focusing on specific course principles. Attendees leave with an official International Public Speaking Institute Speaker Profile Report, outlining a game plan to reduce your anxiety level capitalize on your strengths, reduce your weaknesses and seize each opportunity. Be prepared to...

- Discover why your fear exists
- Conquer your fear
- Master the 10 Delivery Principles
- Capture audience interest creating visuals with C²ARES
- Practice your new skills with 5 fun, 60-second speeches

* Participants may take any part of the series as an independent course or in any order.

** Certification requires successful completion of Part 1 and Part 2.

Part 2: Speech Design* Write Your Best Speech Ever!

3 Day Course: \$1995

3 days or 6 evening workshops

Course Description: Creating a speech involves an in-depth process,, including five different phases: Planning, Preparation, Construction, Delivery and Reflection. Writing the speech is an important part of the Construction Phase. Not only do you have to incorporate worthwhile relevant, credible information, you also have to organize your ideas in a way that allows the audience to "get" the points of your speech. Furthermore, coordinating the materials to keep the audience engaged requires a degree of creativity and zeal. We will help you succeed with our proven system, the Speech Formula. Buckle Up! In this workshop we will...

- Conduct Audience Analysis(s)
- Create a clear purpose
- Select the best organizational strategy
- Write a skeleton outline
- Insert credible sources and engaging connections
- Create engaging slides and cards using C²ARES concept
- Implement your Delivery Plan of Action

Registration includes Coach Steele's book, *Your Best Speech Ever* and a year's subscription to speechformula.com.



Part 3: Certification** Deliver Your Best Speech Ever

1 Day Course: \$595

2, 4-hour sessions

Full certification: ~~\$4185~~ \$2995

(Cost for all 3 courses) **Save over 25%**

Course Description: Now that you know the design and delivery, it is time to stand and deliver, reflect and grow. To obtain certification, you will need to successfully deliver a dynamic speech, incorporate feedback into your deliberate practice, create a Delivery Plan of Action and successfully pass an exam on the content. Get ready to...

- Deliver Your Best Speech Ever
- Reflect and refine your process
- Create your personal Delivery Plan of Action
- Pass an exam



Consulting Services

Interested in private coaching, expert feedback or team workshops? Our professional staff are qualified to customize content to meet your needs.

Workshop Schedule (Spring 2018): Register Today 954-592-4724

Workshop	Series	2018 Dates	Days	Times	Instructor
Part 1: Delivery	2018 A	2/17, 2/24	Saturday	9am – 5pm	J.R. Steele
Part 1: Delivery	2018 B	3/13, 3/20 3/27, 4/03	Tuesday evening	6:00 pm – 9:15 pm	J.R. Steele
Part 2: Design	2018 A	3/24, 3/31, 4/07	Saturday	9am – 5pm	J.R. Steele
Part 2: Design	2018 B	4/10, 4/17, 4/24, 5/01, 5/08, 5/15	Tuesday	6:00 pm – 9:15 pm	J.R. Steele
Part 3: Certification	2018 A	4/14	Saturday	9am – 5pm	J.R. Steele Danny Shears
Part 3: Certification	2018 B	5/22, 5/29	Tuesday	6:00 pm – 9:15 pm	J.R. Steele Danny Shears

Workshop Location ArtServe:1350 E Sunrise Blvd, Fort Lauderdale, Florida 33304

Workshop Presenter: J.R. Steele, M.S.

Coach J.R. Steele is thrilled to help clients reach their full potential through the lessons learned in speech. For over a decade she has taught hundreds of speech courses between Barry University and Broward College. She provides executive coaching and an array of workshops for Fortune 500 companies, top-named speakers and non profit organizations. Her recently released book, *Your Best Speech Ever* is the ultimate public speaking “How To Guide”. It features the Speech Formula, a proven design and delivery system. Each chapter is filled with tips, techniques and engaging strategies to help speakers grow and deliver their best speech ever.

Her speaking system even offers a transformative speech writing web application located at speechformula.com. Just by answering a series of prompts, your speech, slides and cards are finished. It's like TurboTax for speakers! She received her M.S. degree from Ithaca College in Organizational Communication, Learning and Design and a B.S. degree from Nova Southeastern University in Business & Administrative Studies. J.R. lives in Fort Lauderdale, Florida, she loves to travel and experience other cultures.

For more information contact jr@speechformula.com 954-592-4724 ipublicspeakingi.com

