



THE HUMPHREY  
GROUP INC.

**The Humphrey Group**  
is pleased to offer

**A Two-Day Seminar**

# **SPEAKING AS A LEADER**

**How To Lead Every Time You Speak**

## **ABOUT THE PROGRAM**

This intensive two-day course is for managers and executives who want to learn the fundamentals of communicating as leaders.

At the core of this seminar is The Humphrey Group's Leadership Model. This approach teaches participants how to deliver a clear, convincing message. Too many speakers overwhelm their audience with unfocused information. Participants learn how to move from this informational approach to an inspirational style that motivates their listeners.

"Speaking as a Leader" is designed to make you effective in all situations. Small group workshops led by The Humphrey Group's actor/coaches will strengthen your ability to prepare and deliver speeches, presentations, and off-the-cuff remarks. You'll also learn how to handle Q&As. Each participant will be videotaped and given feedback several times during the course.

You will learn to:

- See every situation as a leadership opportunity.
- Engage your audience.
- Speak with a clear message.
- Build a persuasive structure.
- Use the language of leadership.
- Develop visuals that aid, rather than upstage you.
- Use eye contact that holds the audience.
- Use strong gestures.



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# SPEAKING AS A LEADER

## Agenda

### Day One: Creating Your Script

#### I. INTRODUCTION 9:00–9:30

- Goals of the program.
- Understand your audience.

#### II. ELEMENTS OF THE LEADERSHIP MODEL 9:30–12:00

- Develop a focused message.
- Build a logical structure.
- Use the language of leadership.

#### III. APPLYING THE MODEL 1:00–4:45

- Moving from outline to presentation.
- Creating visuals that aid rather than upstage you.
- **Workshop #1:** Using the Leadership Model, participants will develop and deliver a brief talk. The instructor will provide individual feedback.
- **Assignment:** Participants will finalize their presentations.

### Day Two: Delivering Your Talk

#### IV. EFFECTIVE DELIVERY 9:00–12:00

- An introduction to techniques that enable you to project leadership through eye contact, pace, voice, expression, body language, and tone.
- **Workshop #2:** Participants will deliver their presentations using the skills they have learned. They will receive videotaped feedback.

#### V. IMPROMPTU SPEAKING 1:00–3:00

- Delivering persuasively off-the-cuff.
- **Workshop #4:** Participants will speak in a variety of impromptu scenarios. The instructor will provide feedback.

#### VI. MASTERING Q&As 3:15–4:45

- Techniques for handling Q&As.
- **Workshop #5:** Participants will practice handling a variety of Q&A situations. The instructor will provide feedback.

#### VII. CONCLUSION 4:45–5:00



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## SPEAKING AS A LEADER

### What Others Say About The Course

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*"Speaking as a Leader enables senior managers to become convincing and inspiring when addressing their teams."*

**–Ellen Malcolmson, Senior Vice President, Bell Canada**

*"I will be able to apply what I learned in the seminar right away.... I received 'real world' skills in this course!"*

**–John Oxley, Senior Consultant, Microsoft**

*"I have taken many courses on communication, and this one is the best."*

**–Jean Huppé, Director, Bell Canada**

*"The course gave me practical communications tools that I can use in my day-to-day work. I'll now be more effective in delivering my message."*

**–Ray Trask, Branch Manager, IBM**

*"Everyone has some fear of public speaking. Thanks to this seminar I know how to prepare for these situations and carry them off."*

**–Trish Garner, Manager, Creative Services, City of Toronto**

*"You taught my senior people to deliver clear, focused messages. Now they don't simply share information – they know how to get their point across. I plan to bring this seminar in-house."*

**–Heiner Murmann, CEO, Schenker Stinnes Logistics Canada**

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