



THE HUMPHREY
GROUP INC.

EXECUTIVE SPEAKER PROGRAM

A Nine Session, Private Program By The Humphrey Group

This program is designed for executives who wish to convey their ideas with clarity and conviction when they speak. Individuals learn how to define their point of view and articulate it effectively in formal, informal, and off-the-cuff situations. They also learn to speak with conviction, energy, and warmth. The goal is leadership. The instruction consists of nine 2-hour sessions, two weeks apart.

The program covers all steps in the preparation and delivery of a talk or extemporaneous comments. It shows how to analyze the opportunity, focus the message, build a logical structure, and use clear, confident language. The program also discusses the effective use of visual aids. Using video playback, participants also receive one-on-one coaching in delivery. The focus is on effective eye contact, pace, expression, energy, and body language.

The sessions offer *applied* learning. Each can be used to create and rehearse speeches and presentations, or practice extemporaneous speaking in a variety of settings. While the entire program will help clients in all areas of speaking, executives may choose to focus on formal situations, informal situations like meetings and briefings, or a combination of both.

The Agenda

Session One: Listening

- How to “read” your audience

Session Two: Message

- Defining (and positioning) your message

Session Three: Structure

- Building a clear, logical, and persuasive structure

Session Four: Language

- Use words that are natural, concise, and concrete
- Taking the “numb” out of numbers

Session Five: Embellishments and Visuals

- Using visual aids so they aid rather than upstage you

Session Six: Delivering the Formal Presentation

- Delivering a presentation with visuals

Session Seven: Delivering the Informal Presentation

- Delivering from brief notes

Session Eight: Speaking Off-the-Cuff

- From phone calls to elevator meetings

Session Nine: Handling Questions & Answers

- Handle difficult questions as a leader