



# Transform Your Executives Into Confident, Engaging & Persuasive Public Speakers

## Speaking Inspirationally

In-house group workshops



### Equip your executives to always deliver memorable, impactful speeches

Why do some speakers own the room during a speech, while others slowly lose their audience, or are completely forgettable? Part of the reason is the speech content and the words being used.

More importantly, it's how the speaker delivers those words.

Whether your executives are addressing their team, your whole organisation or guests at an event, arming them with the right public speaking skills and tools can significantly benefit your business and their own reputation.

### Avoid failing to connect with the audience

If a speaker can create an emotional bond with an audience they can sway opinions, bring about change, elevate a business and inspire great things.

Unfortunately, most people who speak to, or on behalf of, their organisation:

- Focus everything on providing facts and neglect feelings
- Struggle to create a real connection with their audience
- Don't create empathy through sharing their vulnerability
- Often fear public speaking, which can undermine their confidence and believability

#### Best Suited For:

- Executives who need to engage, persuade and inspire others through 'what they say' and 'how they say it.'
- Benefits people across all levels of skills and confidence

#### What Is Learned:

##### How to:

- Analyse/understand the audience and tailor your message
- Engage and persuade an audience both rationally and emotionally
- Leverage key rhetorical and performance techniques to maximise the power of the spoken word
- Use story telling to maximise engagement and memorability
- Plan and write words that capture ears, hearts & minds

#### Key Benefits:

- Pan, produce and deliver powerful, memorable speeches
- Confidently speak before any size audience, in any situation
- Stand out from other speakers
- Inspire, persuade and gain momentum for change initiatives
- Increased charisma and leadership skills



Structure Of One-Day  
Interactive Workshop  
6-9 People

### Learn the amazing art & alchemy of powerful public speaking in a one-day training session

- Designed for your specific public speaking demands
- We accommodate each participant's experience, skills and needs
- A practical and proven step-by-step way of learning that's fun
- Everyone explores, applies and practices techniques used by the world's best communicators
- Guidance, mentoring and feedback from Neil Ross, one of Australia's most experienced executives/presenters/trainers

#### Session 1 - The Alchemy Of Inspiring Words

- Understanding the benefits of being an inspiring communicator
- Learning how to bulldoze the barriers to effective communication
- Simple yet highly effective ways to ensure audience engagement
- Applying the persuasion of logic, emotion and character
- Deconstructing great speeches and presentations – presented on videos - to understand their structure and why they work
- Learning and applying the key rhetorical techniques used by master communicators throughout history to great effect e.g. repetition; the rule of three; rhetorical questions & contrasts
- Using story telling incorporating the 'three dramatic acts' to maximise audience engagement, persuasion and memorability
- 7 'opening' techniques

#### Session 2 - The Art Of Performance

- How to grab the audience's attention - and hold onto it
- Avoiding 'monotony' by applying performance modulation in pace, pauses, energy, passion and tone of voice
- Increasing confidence, trust and believability through properly aligned body language and hand gestures
- Overcoming pre performance nerves

#### Session 3 - Planning, Writing & Delivering A Short Speech

- Use *The Alchemy 'Speaker's Planner'* to map out and write a short speech/talk
- Live delivery by individuals followed by group feedback
- Reworking the speech and delivering it again > **with specific feedback and coaching on how to improve from Neil Ross**

#### POST WORKSHOP

- Access to *'Speaker's Planner'* and the 'Do-ABLES' toolkit
- View/learn from video of performances
- 30 day access to coaching & advice from Groupe Amplify CEO Neil Ross and 30 years of business presentation experience gained as:
  - QANTAS Group General Manager Of Global Marketing
  - MD of Smith Ross & Muir; DDB Sydney; McCann-Erickson Sydney
  - Pitching for and winning scores of new business clients
  - Two-time winner of the Macquarie Uni. Joke Telling Competition!



# Speaking Inspirationally - Additional Services

- In-house ½ Day Seminar
- Key Events & Conferences
- Performance Rehearsals



## Use the power of the spoken word to grab any audience and be remembered

Groupe Amplify are communication skills specialists. We help your executives become great communicators not only through our intensive one-day workshop, but also through our seminars our consulting/coaching services, too.

As with any skill, great speeches and talks don't just happen. But, we can make them a reality for you and your people, through applying our considerable expertise to help you define a winning communication strategy that focuses on understanding and talking to the needs, desires and wants of your audience.

We can also help craft the speaker's words, and a performance that will win over the ears, hearts and minds of any audience.

### Speaking Inspirationally ½ Day In-house Seminar – up to 40 people

Our *Speaking Inspirationally* seminar is a fun, engaging option for a conference, or if you have a group of executives from across the business who would like to learn to speak and present in a way that is more engaging, persuasive and inspiring to their audience.

Through interactive exercises, videos, detailed analysis and more, participants will learn how to:

- Apply the communications secrets of greats such as Martin Luther King Jr., Barack Obama, Steve Jobs, Simon Sinek and more
- Use rhetorical techniques such as rule of three; repetition, rhetorical questions and contrast
- Tell a powerful story using the three dramatic acts format
- Deliver a performance that engages and excites their audience.

#### Best Suited For:

Executives from all departments who want to enhance their communication skills and capabilities through speaking/presenting in a way that is more persuasive, more motivating and more inspiring to their audience.

#### Content:

- Videos from great communicators including Winston Churchill, Martin Luther King Jr., Barack Obama; Arianna Huffington, Simon Sinek & clips from inspiring movie performances
- Exploration of key rhetorical strategies & techniques and how to apply them to every day communication
- Performance tips to help amplify the message and its impact
- Interactive exercises to bring techniques to life and relevant for team talks, presentations and speeches



### Key Events & Conferences

Deliver a speech people remember!

When there's an important conference or event that incorporates numerous speakers, a common trap is focusing efforts on who is delivering what content. All the boxes are ticked, but often the audience is left overwhelmed and unmoved, rather than well informed and motivated.

Groupe Amplify can work with your people to ensure what is presented captivates, informs and inspires the audience to react in a way that achieves your predetermined objectives.

#### How we can help

You have numerous options to choose from, similar to those covered under Pitching Corporate Credentials, yet incorporating a variety of topics and speakers.

#### We will work with you to:

- Clearly define your desired outcome for the event, and develop a communications program that achieves it
- Develop a strategy that connects with the audience and leads them to feel, think and behave as desired
- Fit presentations from different people together into a powerful story that stays on message
- Develop content including presenter's narratives and key visuals
- Performance rehearsals and coaching for each presenter

### Performance Rehearsal & Coaching It's how you say it that really counts!

Ideal for people who have prepared their content, but want to perfect their performance to have the best possible impact on the audience.

#### Participants will learn how to:

- Clearly define the emotional response required from the audience
- Project their own emotions accordingly
- Manage nerves and prepare backstage
- Control their voice pitch, pace, pausing, volume and emphasis
- Use the best gestures to emphasise their message
- Move on stage to keep the entire audience watching and listening

We can work with you at your office, at the venue location or even over Skype or the phone. Regardless, you will dramatically improve your performance and the impact you have on the audience. Promise!

#### Your consultant has decades of real-world executive level business presentations experience

Your people will be trained by Groupe Amplify's CEO, Neil Ross, who will impart 30 years of business presentation experience gained as:

- QANTAS Group General Manager Of Global Marketing
- MD of Smith Ross & Muir; DDB Sydney; McCann-Erickson Sydney
- Pitching for and winning scores of new business clients
- Two-time winner of the Macquarie Uni. Joke Telling Competition!



# Elevate Your Leadership Communication Skills

## Executive Communications Skills Training

One-on-one coaching



### One-on-one coaching for leaders to better connect with staff and externally, too.

Whether it's communicating with the people in your organisation or externally to the market, our private executive communications skills coaching can help senior executives to:

- Deliver inspiring speeches with poise and influence
- Kick start change, even in highly challenging environments
- Bring revolutionary ideas to life
- Get buy-in, support and commitment from the people you need behind you
- Earn a reputation as an outstanding speaker and communicator

### Practical, powerful and confidential training designed for busy leaders

Even highly experienced communicators tell us how much they gain from techniques they learn in our business presentations and public speaking workshops.

However, this kind of training is not always practical for CEOs and Senior Executives who:

- Don't have available time to do a one or two day workshop
- Often need to reschedule around their ever-changing diary
- Require confidentiality due to the nature of their speaking topics
- May not have time to write a lot of the content themselves.

### Elevate your leadership communication skills to educate, inspire, and induce action – in your time

At Groupe Amplify, we specialise in communication and public speaking training for senior executives. In private, one-on-one coaching sessions, highly experienced senior executive Neil Ross will help leaders master techniques to:

- Speak and communicate in ways that are immediately engaging, persuasive and inspiring
- Increase support and momentum around your change program
- Increase real and perceived credibility as a leader
- Gain or bolster your personal brand.

### A coach with decades of real-world senior executive experience

Neil Ross, Groupe Amplify's CEO will be your coach and share with you 30 years of business leadership, presentation and public speaking experience gained as:

- QANTAS Group General Manager Of Global Marketing
- Managing Director of several major advertising agencies
- Leader of winning pitches for scores of new business clients
- Two-time winner of Macquarie Uni. Joke Telling Competition!



### Structure Of One-On-One Coaching Program

#### Learn the amazing art of powerful public speaking

Neil Ross has helped scores of CEOs and senior executives become skilled and much-applauded communicators and presenters. As the coaching is 100% personalised, he can help you in numerous ways, based on your requirements, such as:

- One-on-one coaching for specific speaking engagements
- One-on-one overall leadership communications polishing
- Exploring, practicing and mastering the secrets of the world's best communicator's
- Equipping you with powerful rapport building techniques
- Writing or enhancing your speeches, if required
- Guidance, performance coaching and feedback from one of Australia's most experienced executive speakers and trainers.

#### What you'll learn in your private coaching

- Planning a communications strategy around the audience and the desired response
- Three types of persuasion: logic, emotion and character
- What to communicate in order to project leadership
- Language techniques that improve audience engagement, emotional connection and impact
- How to use storytelling to communicate key messages
- Performance techniques to amplify the power of your words
- Ways to effectively use key visuals

#### Neil can also:

- Do as much as the 'heavy lifting' as you need, including writing your script from scratch or editing your initial thoughts
- Rehearse your performance with you and coach on delivery/performance
- Push you to move out of your comfort zone and reach your full potential

#### How we make it easy for you

We will make everything as time efficient as possible. To this end we provide a 'self guided' primer in PowerPoint that you can go through at your own pace and learn many of the key rhetorical techniques that Neil Ross will help you learn to apply.

Then we meet in person at a location of your choosing, over the phone or Skype, to discuss your specific needs and define the brief.

Our level of involvement and fees are agreed to and we then work to fit your diary.

Neil will design and deliver your personal coaching in his highly engaging, enjoyable and effective teaching style.



# Give Your Business An Edge With Powerful Skills Training

**Communicating Collaborating Motivating**



## Valuable skills that develop your people, your teams & your success

We're specialists in interpersonal skills training across the areas of communicating to, collaborating with, and motivating other people.

Through powerful, customised and easy-to-follow training, we help you equip your executives with the skills, tools and techniques they need to:

- Speak confidently, engagingly and persuasively to any audience
- Inspire, educate and bring about action and change
- Generate buy-in and support for proposals
- Win new business pitches
- Solve business problems collaboratively, creatively and effectively.
- Build and lead motivated, high-performing teams
- Develop better business relationships

Based in Sydney, Groupe Amplify clients include corporate and government organisations across Australia.

### What We Do ...It's Different!

Our workshops and seminars are full of insights, and exercises that involve people in applying what is learned to their world. People tell us they love the experience because it's fun and relevant.

Our approach is to:

- Avoid complexity and information overload
- Provide people with a range of practical skills, behaviours, techniques and processes useable the next day, and every day
- Be easily recalled and applied through simple tool kits that contain the Do-ABLES

It's what we call our 'Alchemy' and it's the difference that delivers practical skills with practical impact.

### Expert Knowledge

Neil Ross is the founder and CEO. His experience gained with QANTAS as Group General Manager Of Global Marketing, and in leading several major advertising agencies, has been woven into each workshop. This is 'real-world' learning combined with the best knowledge gathered from experts in each field.



## Our 'Alchemy' Programs



### Communicating

#### Compelling Presentations

- Two Workshops of 6-7 hours each – up to 9 people - customised
- **Also:** Event communications strategy; Content development and Script writing; Rehearsals and Performance coaching

#### Speaking Inspirationally

- One-day Workshop – up to 9 people OR ½ day Briefing for 25
- **Also:** Keynote addresses; Event consulting; Script writing; Rehearsals & Performance coaching

#### Executive Communication Skills Development

- Practical, powerful and confidential training for busy leaders
- Customised program that can span across communicating leadership, writing great words, performance coaching and more



### Collaborating

#### Working Collaboratively To Creatively Solve Problems

- One-day workshop – up to 9 people - customised

#### Building Better Business Relationships

- One-day workshop - up to 9 people - customised



### Motivating

#### Managing & Motivating A High-Performance Team

- One-day workshop - up to 9 people - customised
- Executive Team Coaching

#### Developing A High Performance Leadership Team

- Highly customised program combining individual and executive team coaching sessions
- Program spans 5-6 months