

**"Discover Your Hidden Speaking Skills"**  
**presented by John C. Harrison**

How do you become a compelling speaker? Naturally, you have to know your subject; that's a given. But even well known experts often fail to reach their audiences. If you want to leave an impression, and if you want your message to be remembered, you need to build strength in the Three C's -- Comfort, Connection, and Credibility.

**Comfort**

The first third of the workshop will look at how to make yourself comfortable as a presenter (and make your audience comfortable with you.)  
Subjects to be addressed:

Mastering performance fears -- Why your mind is set to work against you (and what can you do about it)

"Claiming Your Space" or The Art of Owning the Room

-- How to do it

-- Why it works

-- ***Individual coaching***

Ways to expand your comfort zone by *not* trusting your own perceptions.

-- ***Individual coaching***

What you can learn from video feedback that most people overlook

**Connection**

Speaking is not about perfection; it's about connection. Many speakers perform well, yet they never "touch" their audience. This third of the workshop will look at several effective techniques for breaking through the imaginary glass wall that separates you from your listeners.

-- What we can learn from Anthony Hopkins in *Silence of the Lambs*.

Relating personally and dynamically to your audience

-- *Individual coaching*

Myths and truths about eye contact and what it takes to make a personal connection

-- *Individual coaching*

Gaining audience involvement by increasing the "I/you ratio."

## **Credibility**

Okay, so you come up with great ideas and information. But are you believable, or does what you say just pass through your audience without sticking? In the last part of this workshop we'll look at two factors that build credibility.

Matching the abstraction level to the audience

-- Specificity builds credibility

The power of stories