



**Melinda Henning's Speaking School**  
**Workshops for Activists, Advocates & Social Entrepreneurs**

**Speaking with Conviction: How to Make the Case for Your Cause**

This is essential training for every executive, board member, development professional, and key volunteer who needs to not only explain but also change minds, touch hearts, and move listeners to action by speaking. You'll learn (and practice) how to:

- prepare a memorable and persuasive speech of any length in record time, and
- deliver it convincingly, with minimal dependence upon notes.

In one full day or two half-day sessions, 8 participants follow a cumulative process:

- In the morning, you'll be guided to prepare a short practice speech using Melinda's *7 Steps to Quick and Brilliant Speech Prep* process. You'll become absolutely clear on what to say (in your own words), organize your thoughts in a sequence that will "stick" in your listeners' minds and move them emotionally, prove your points with compelling stories and data, start with an engaging opening, and end with a clear call to action.
- You'll map your speaking notes on the Advocate's Org Chart, so you can see and track the flow of your talk, even while you relate authentically to your audience.
- Then in the afternoon, you'll learn and practice essentials of convincing delivery, including vocal projection, credible body language, audience engagement techniques, and the best ways to reduce your own nervousness.
- Finally, you'll practice your talk with interactive videotaped coaching from Melinda and feedback from your audience of peers.

As a result, you'll gain influence tools you can adapt to a variety of speaking situations, become aware of your natural strengths, have a plan for continued improvement, and even find fun, - yes, fun! - in each of your opportunities to make a difference by speaking!

**Seven Steps to Quick and Brilliant Speech Prep**

Stop agonizing over important presentations! You'll cut your prep time dramatically, be more concise, and become more convincing when you follow Melinda's Seven Steps systematically. In this productive 4 hour workshop for any number of participants, you will:

- become absolutely clear on what to say (in your own words);
- organize your thoughts in a sequence that will "stick" in your listeners' minds;
- move your audience with an irresistible emotional flow;
- prove your points with compelling stories and data;
- start with an engaging opening, and
- end with a clear call to action.

Then you can combine the Seven Steps with your Advocate's Org Chart (included) to reduce your reliance on notes, avoid sounding scripted, and be present to connect spontaneously with your audience. Your speaking life will never be the same again!

**Indispensable Essentials of Effective Speech Delivery: Communicating with Body Language**

Having the right words is not enough! What you do may speak as loudly as what you say. This program shows how to coordinate what the audience sees with what the audience *hears* of you. You will learn and practice how to:

- Eliminate visible nervousness (including "nonwords") and calm internal speaking anxieties;
- Stand and move in the presentation space to encourage focus and engagement;
- Connect genuinely with eye interaction;
- Pause strategically;
- Demonstrate ideas with congruent gestures, facial expression, and upper body movement;
- Project your unique voice with clarity, credibility, and conviction.

With these tools, you can integrate the "rules" of effective body language with your own personal style, so you'll feel more comfortable and confident while also being better understood, heard, and respected.

### **Hot Seat Speaking! How to Leverage the Controversy in Your Cause**

Opportunities to make an impact by speaking often come by surprise, during a crisis, or as part of a heated exchange with an unfriendly audience, especially when the issues you address are emotionally charged. Your heartfelt values may be questioned, your own character attacked, or misinformation may be spreading. At these times, you can't risk rambling, blanking, or blowing up, because these are times when people are really listening! In Hot Seat Speaking, you'll learn (and practice) how to:

- keep your composure under fire;
- stay on message in the heat of the moment;
- express your strong opinion succinctly, and
- calm audience challengers, so everyone can be heard.

As a result, you'll sound as smart as you are, no matter what, get quoted accurately, and even gain positive leverage from the controversy inherent in your cause.

### **Treasure Maps and Talking Points:**

#### **How to Find the People Who Care, and What to Say to Engage Them**

Treasure Maps and Talking Points makes it easy for board members, enterprise leaders, and key volunteers to find the right people, then invite their involvement in concise, targeted, and personally authentic ways. This half day or extended training for any number of participants shows how to:

- Clarify your own philosophy of Giving and Asking;
- Tell of your own commitment in 3 sentences;
- Figure out who would want to learn about your organization or cause; and
- Craft what to say (and remember it) in a way that connects with your listener's interests;

You'll learn:

- 5 Elevator Pitch Introduction Formats;
- Multiple ways to differentiate your organization or cause from others;
- Key statistics you must know (and how to memorize them);
- Two templates and 3 techniques for telling lively client success stories.

As a result, when you are speaking in conversation or in formal meetings, recruiting for volunteers or event attendance, gathering signatures, or asking for funding directly, you'll be equipped not only with your enthusiasm, but also with the specifics you need - elevator pitches, statistics, and stories - to make the opportunities you offer come alive.

### **Telling Your Story: Sharing the Truth of Your Lived Experience**

Skillfully speaking of your own experience in public forums, in fundraising events, and in conversation may be the most powerful way to show the human side of abstract social issues, correct misperceptions, and garner support for action. But where to start? And stop? And how can you tell the truth without putting a damper on the meeting?

In Telling Your Story, you will:

- experiment with 4 templates to help you condense your material,
- learn (and practice) 3 story delivery techniques to make your stories stick,
- examine the effect of your story in various settings,
- discern how much to share, when, and with whom,
- find ways to manage natural emotional reactions effectively while speaking,
- discover how to talk about painful experiences without overwhelming listeners,
- practice speaking conversationally, with minimal dependence upon notes.

You can make a difference with what you know best: your story.