

How much of a trainer's effectiveness is due to how well he or she speaks?

Whenever I ask trainers to give me a percentage, typical answers are in the 75% and up range. In other words, no matter the topic, no matter how slick the materials are, the oral communication skills of the trainer are critically important. You know that.

I'll share the PowerPoint I use in the presentation here: <https://goo.gl/uh9XQy> (slides will be up *after* the presentation). It won't make sense before Thursday because this presentation isn't like the kind you may be used to: the ones where listening to the presenter is unnecessary because you can read every word on slides full of bullet points. In fact, you won't see one bullet point in my talk.

We'll take the complex art of effective verbal communication and make it simple. All speaking involves two very distinct skills: *Creating* a message and *delivering* a message. You can think of those this way: what you do *before you speak* and what you do *as you speak*. We will discuss both parts in the session, but a couple of videos will give a sense of the ideas:

A video with a suggestion for *before you speak*: <https://youtu.be/ZdNEkChopCs>

A video with a suggestion for *as you speak*: <https://youtu.be/oKTE-txyQ40>

The session draws upon material in the book, *Own Any Occasion*. Find out more about the book and the presenter at <http://ownanyoccasion.com/>.

Thursday, September 28th

Better Speaking, Better Training

Erik Palmer

Salon F, Floor 6