

Workshop Schedule (Spring 2018): Register Today 954-592-4724

Workshop	Series	2018 Dates	Days	Times	Locations	Instructor
Part 1: Delivery	2018 A	2/17, 2/24	Saturday	9am – 5pm	ArtServe, FTL	J.R. Steele
Part 1: Delivery	2018 B	3/13, 3/20 3/27, 4/03	Tuesday evening	6:00 pm – 9:15 pm	ArtServe, FTL	J.R. Steele
Part 2: Design	2018 A	3/24, 3/31, 4/07	Saturday	9am – 5pm	ArtServe, FTL	J.R. Steele
Part 2: Design	2018 B	4/10, 4/17, 4/24, 5/01, 5/08, 5/15	Tuesday	6:00 pm – 9:15 pm	ArtServe, FTL	J.R. Steele
Part 3: Certification	2018 A	4/14	Saturday	9am – 5pm	ArtServe, FTL	J.R. Steele Danny Shears
Part 3: Certification	2018 B	5/22, 5/29	Tuesday	6:00 pm – 9:15 pm	ArtServe, FTL	J.R. Steele Danny Shears

Workshop Presenter: J.R. Steele, M.S.

Coach J.R. Steele is thrilled to help clients reach their full potential through the lessons learned in speech. For over a decade she has taught hundreds of speech courses between Barry University and Broward College. She provides executive coaching and an array of workshops for Fortune 500 companies, top-named speakers and non profit organizations. Her recently released book, *Your Best Speech Ever*: The ultimate public speaking "How To Guide" featuring the Speech Formula, a proven design and delivery system, is filled with tips, techniques and engaging strategies to help speakers grow and deliver their best speech ever. Her speaking system even offers a transformative speech writing web application located at www.speechformula.com. Just by answering a series of prompts, your speech, slides and cards are finished. It's like Turbo Tax for speakers! She received her M.S. degree from Ithaca College in Organizational Communication, Learning and Design and a B.S. degree from Nova Southeastern University in Business & Administrative Studies. J.R. lives in Fort Lauderdale, Florida, she loves to travel and experience other cultures.

For more information
contact info@speechformula.com
or call 954-592-4724

speechformula.com



Workshop Series

What makes a
speech GREAT?

Any great speech is broken into two parts:
the **design** and the **delivery**.

A great speaker must be able to master both parts; however mastery of both parts draws upon very different skill sets. This workshop series separates the skills into these sets.

The International Public Speaking Institute has worked diligently to provide strategies, tips, techniques, research and tools to help you unleash your public speaking super power.

Embrace the Transformation

Reaching deep inside yourself to be the best speaker you can be requires hard work, commitment, focus and a can-do attitude. You must be willing to embrace this journey wholeheartedly. The rewards are far reaching and the process can be thrilling. Your willingness to embrace the experience will create opportunities you cannot envision today. We hope that you are up for the challenge, because we are!

Part 1: Speech Delivery

16 hours; \$1595 (Cost for 2 Day Course)
2 days or 4 evening workshops

Course Description: This workshop is designed to transform your delivery. Participants develop skills by delivering five speeches focusing on specific course principles. Attendees leave with an official International Public Speaking Institute Speaker Profile Report, outlining a game plan to reduce your anxiety level, capitalize on your strengths, reduce your weaknesses and seize each opportunity. Be prepared to...

- Discover why the fear exists
- Conquer your fear
- Master the 10 Delivery Principles
- Make visuals count (C²ARES)

Participants may take any part of the series as an independent course or in any order. Certification requires successful completion of Part 1 and Part 2.

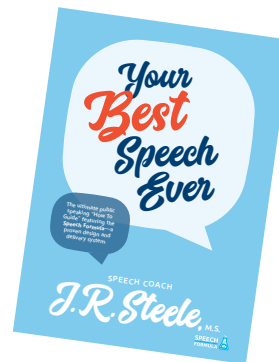
Part 2: Speech Design - Write Your Best Speech Ever!

3 Day Course; \$1995
3 days or 6 evening workshops

Course Description: Creating a speech involves a complicated process, including five different phases: Planning, Preparation, Construction, Delivery and Reflection. Writing the speech is an important part of the Construction Phase. Not only do you have to incorporate worthwhile relevant, credible information, you also have to organize your ideas in a way that allows the audience to "get" the points of your speech. Furthermore, coordinating the materials to keep the audience engaged requires a degree of creativity and zeal. Putting all this together and holding it together throughout the process is a challenge. We help you meet this challenge with our proven technique, the Speech Formula. Buckle Up! In this workshop we will...

- Conduct Audience Analysis(s)
- Create a clear purpose
- Select the best organizational strategy
- Write a skeleton outline
- Insert credible sources and engaging connections
- Prepare slides & cards
- Prepare for delivery

Registration includes
Coach Steele's book,
Your Best Speech Ever and a year's
subscription to Speech
Formula web app.



Part 3: Certification - Deliver Your Best Speech Ever

\$2995 (All three courses)
8 hours: 2, 4-hour sessions

Course Description: Now that you know the design and delivery, it is time to stand and deliver, reflect and grow. To obtain certification, you will need to successfully deliver a dynamic speech, incorporate feedback into your deliberate practice, create a Delivery Plan of Action and successfully pass an exam on the content. Get ready to...

- Deliver Your Best Speech Ever
- Reflect & Refine Your Process
- Create Your Personal Delivery Plan of Action
- Pass an Exam

Note: Private coaching or critique available by our certified instructors, call for customize your training needs today.