

Speech Coaching: *Creating Authentic Engagement*

Establishing credibility is essential to effective public speaking. Presenters do this by developing, delivering and sustaining the messages through their words and their actions. Authenticity is central to the public speaking process. Speaking in public is the presenter's opportunity to engage the hearts and minds of the audience.

John Baldoni, noted leadership communications author and speech coach, can teach presenters a three-step process of engagement.

Engage Your Mind

- Adopt the leader mindset
- Develop the 30-sec. leadership message
- Create the strong opening
- Provide the call to action

Engage Your Voice

- Pace yourself
- Modulate your delivery
- Employ the pause

Engage Your Body

- Make eye contact
- Put your body into gear
- Move for emphasis
- Project for power

The net result is an engaged audience. Once you have their attention and their interest you can connect with them in three ways by:

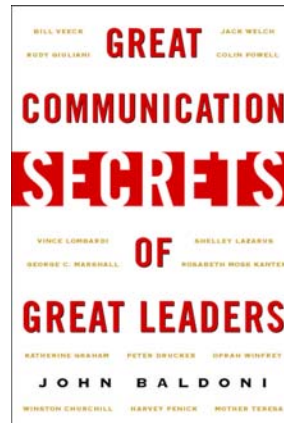
- Projecting your leadership POV
- Telling purposeful stories
- Giving reasons to believe

Using video playback and role-play in his coaching, John helps managers learn to become more effective communicators.

Media Coaching

John also provides media coaching. By blending leadership messages with presentation skills, John can help individuals connect authentically with the media in ways that make the message and the message-giver memorable. Specifically, John can teach managers how to:

- Prepare for an interview
- Deliver the leadership message
- Handle tough questions
- Stay on message
- Close on a positive note



Many of the lessons John teaches are drawn from his newest book, *Great Communication Secrets of Great Leaders* (McGraw-Hill, 2003), which uses story and practice to demonstrate how leaders can develop, deliver, and sustain their leadership messages.



About John Baldoni

As a leadership communications consultant, author, and speaker who works with Fortune 100 companies as well as non-profits. John has been helping managers use their communications to achieve leadership goals. His many articles have appeared in publications such as *Harvard Management Communications Letter*, *Executive Excellence*, *Leader to Leader*, *Presentations*, *Wharton Leadership Digest*, and *T&D*. John speaks frequently on leadership to audiences in the corporate, non-profit, and university communities.