

# MESSAGE BUILDER

Come into the workshop with an idea and leave with an effective message built for your audience!

## For Business Professionals

### Who should attend?

✓ Business Professionals

✓ Individual Contributors

### How you will benefit...

- Learn how to identify the target of your message for guiding every decision with your presentation
- Develop a message to target the three areas desired by every audience
- Discover the length of audience attentions spans and how to overcome the lull.
- Use 6 questions to understand your audience and purpose for speaking
- Learn a method for constructing a powerful opening and close for a presentation
- Build and present a message using the iSpeak Quick-Start Models
- Work in groups to develop outlines for influential messages
- Create transitions so your presentation flows smoothly and logically
- Construct, rehearse and deliver your message to the audience
- Receive feedback from your peers and a professional coach on each of your presentations

### Course Content

#### Purpose and Audience

- What is your purpose?
- Who is your audience?
- Using the 6 Questions

#### How to Open a Presentation

- The CABA Formula
- Write your CABA

#### How to Close a Presentation

- The MAS Formula
- Write your MAS

#### iSpeak Quick-Start Models

- Quick Start Models
- How to select a model?

#### Structured for Flow

- Include supporting data
- Using transitions for flow

#### Receive Coaching on Presentations

- Identify strengths and areas for improvement

# MESSAGE BUILDER

Delivery Formats:



Classroom



Virtual



Webinar

## Course Activities



### Define your purpose and audience

Document the three elements of your presentation purpose and answer the three questions for your audience.



### Develop a Strong Opening

Using the situation brought to class, each participant will write and deliver an opening.



### Create a Powerful Close

Write and deliver a powerful close to inspire and direct your audience toward their next step.



### Develop & Deliver a Quick-Start

Each participant will deliver a Quick-Start presentation using their own personal situation.



### Receive coaching and feedback on all presentations

You will receive professional coaching and peer feedback on all presentations



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