

“ The **Persuasive** Speaker ”

This highly interactive seminar focuses on the fundamentals of creating and delivering simple, persuasive business presentations. Participants learn the fundamentals of how to pitch to a potential client, provide a project update, get buy-in from stakeholders, or speak at an industry event. Topics include:

Organize a simple, persuasive message.

- Use the Speechworks Formula to create simple, persuasive messages.
- Limit messages to a few key points focused on listener needs.
- Employ stories, analogies and other examples to persuade.

Deliver in a style that connects.

- Develop a personal style that connects with audiences and builds relationships.
- Project a professional image through great eye contact and authentic vocal, physical and facial energy.

Answer questions to inspire confidence.

- Simple techniques for preparing for, embracing and handling Q&A.
- Keep responses simple rather than getting lost in the weeds.

All attendees receive a seminar workbook.

“Marilyn Ringo, MA”



Marilyn is a former news anchor for CNN Headline News and an Emmy Award-winning television producer and reporter. She applies these unique experiences to helping business professionals and leaders become successful communicators.

She currently serves as an adjunct professor at the Georgia Tech Scheller College of Business. With her background in journalism and media relations, Marilyn also oversees Speechworks' media training program, offering clients the direction and confidence they need to get results from media interviews.

For Marilyn, Speechworks provides an enjoyable forum for her to share a career's worth of communication skills and experiences with clients to enable them to achieve their goals.



Speechworks is a communication and selling skills coaching firm. We teach professionals how to craft and deliver complex messages in a simple, persuasive manner. Since 1986, through workshops and one-on-one instruction, we have helped countless individuals become better presenters and communicators.

THE SPEECHWORKS DIFFERENCE

Supportive Learning Environment

Speaking in front of a group can be stressful. Our coaches create a friendly, fun setting to put participants at ease. This relaxed, low-pressure approach that emphasizes small groups and individualized instruction yields amazing results.

Practical Coaching

Our staff of industry-leading communication coaches all have practical business backgrounds. This allows them to understand and adapt to the specific needs of each client rather than boxing them into a one-size-fits-all solution.

Immediate Impact

Through the use of digital video, we enable participants to instantly see themselves the same way their audience sees them. Combined with instant feedback and a focus on a few key areas for improvement, the knowledge can be applied right away.

OUR PHILOSOPHY

It's About Connection, Not Perfection. Our goal is to help our clients connect with their audiences. We achieve this by teaching them to create and deliver simple, persuasive messages in a style that builds relationships and inspires confidence. We employ timeless storytelling techniques, impactful exercises to improve vocal and physical presence, and digital video to demonstrate improvement. Combined with specific, actionable feedback from the best communication coaches in the country, we help each participant achieve authentic, lasting results.



“ A Sampling of **Our Clients** ”

FORTUNE 500

Bank of America
Cisco Systems
The Coca-Cola Company
Duke Energy
Energy Future Holdings
Genuine Parts Company
The Home Depot
Jabil Circuit
Kimberly-Clark Corporation
Newell Rubbermaid
Ryder
SunTrust Bank
Wells Fargo

A/E/C

Brasfield & Gorrie
CDH Partners
Gresham, Smith and Partners
Heery International
Hoar Construction
J.E. Dunn Construction Group
Lord Aeck Sargent
Robins & Morton

MEDIA

Big Ten Network
Cox Communications
FOX Sports
Turner Broadcasting
USA Today

HIGH-TECH

Cox Automotive
Fiserv
LexisNexis
Recall Corporation
Pardot
SEDC
Verizon Wireless

OTHERS

Arby's
Centers for Disease Control and Prevention
Kaiser Permanente
Kurt Salmon
Scheller College of Business at Georgia Tech
Synovus
Yamaha Motor Company

““ What Our **Clients** Say ””

“The most **engaging trainers** that I have experienced in 19 years at the company.”

“One of the **best workshops** I’ve attended! Practical and comprehensive.”

“Amazing! Very knowledgeable, energetic, and their great ideas made me **a better leader.**”

“Fantastic! **Simple and to the point** in a society with information overload.”

“I was impressed by my improvement from the beginning of the course to the end of the course. It was **like night and day!**”

“**Very effective.** Something every public speaker (no matter their experience) needs to take.”

“**It worked!** I see improvements in real-time for my colleagues and myself!”

“This was **wonderfully engaging** training. I feel like I’ve learned some key tactics to hone a lifelong, invaluable skill. Highly recommend!”

“They were extremely knowledgeable and **right on target** with their feedback.”

“Fun and effective! Great format. Definitely **worth the time investment.**”

“The instructors were very **invested in the development** of every participant.”

“Awesome! Helped create a positive environment. **I watched people change** right in front of my eyes.”