

Give your best presentation ever, using a process that works every time

# World Class Speaking



WILLIAM REED

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- Columnist and published business author
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<http://www.williamreed.jp/present-yourself>

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Are you a Japanese or foreign executive operating in a bilingual environment?  
Do you need to give presentations or conduct business meetings in English?  
Would you like your presentations to be memorable, enjoyable, and get results?

## ***Learn from a bilingual Certified Speaking and Marketing Coach***

World Class Speaking™ is a proven process developed by *Craig Valentine*, the 1999 World Champion of Public Speaking, and *Mitch Meyerson*, the Online Marketing Expert & Founder of Guerrilla Marketing Coaching.

*William Reed* is an experienced Keynote Speaker, published author and columnist with nearly 40 years of experience with Japanese language and cross-cultural business, and the first person to be Certified as a World Class Speaking Coach™. World Class Speaking will help you *communicate your core message* and inspire your team to *support your success*.

- You will gain a proven process to develop a presentation and deliver it with confidence in English. ***Five fully customized two-hour sessions*** at your convenience, with text book & worksheets.
  - Using *your* slides and content, I will help you develop a message which is **understood, memorable, remarkable, and motivating**, easy to deliver, and perfect for business English.
  - The tone of the training will be **enjoyable, actionable, and repeatable** by giving you a process that works, which you can return to again and again as your skills improve.
1. ***Becoming a World Class Speaker*** We will start with the 12 Competencies of World Class Speaking, developing a program for practicing them and integrating them into your public speaking and communication. This will include before/after measures to check your progress and keep on track.
  2. ***Creating a Solid Structure for Your Content*** If you can do this, you are half of the way to becoming an excellent speaker. Most people do not know how to structure their content to be relevant and memorable. This will also shorten your time in speech preparation, and help you improve and simplify your slides.
  3. ***How to Develop Compelling Content*** You will learn the PARTS formula, and how to use it to create memory hooks and content that is interesting and instructive. This section will help you develop powerful foundational phrases that anchor and attract people to your message.
  4. ***The Art of Storytelling for Business*** It is not enough to talk about product features. You need to be able to connect with people at a deeper level, and the most effective way to do this is through *stories*. The 9C's of Storytelling will give you a structure for building and rehearsing your stories with interest and humor.
  5. ***Delivery, Voice, and Staging*** Regardless of how well you dress or stand, you cannot communicate in silence. We reach out to others with our energy and our voice, and this determines in large part how they respond to us. The ability to project your personality through your voice and stage presence is an essential skill for world class communication.