

MANAGEMENT DEVELOPMENT PROGRAMMES

COMMUNICATION, PERSUADING & INFLUENCING SKILLS

- Course Title : **SPEAKING PROFESSIONALLY – UNLOCKING THE POWER OF YOUR VOICE**
- Course Code : CPI: SP - UPYV
- Course Overview : Most people are vocally better equipped than they know. Usually some unconscious habit gets in the way. Whilst the voice is one of our most effective means of communicating with others, many people are greatly unaware of the true potential of their vocal instrument and need to learn how to release the untapped resources of energy, sensitivity and activity within their vocal capacity. This course will explore new techniques which will assist each participant to discover how to use the voice freely, powerfully and with pleasure.
- Target Audience : This course is aimed at anyone who is required to communicate verbally to an audience, or via audio or video media. It is also for anyone that wishes to unlock the power of their voice.
- Selected Session Topics : - **Using the full range of your voice:**
- Tone, inflection, emphasis, rate, pitch and emotion
 - Safeguard against a dull voice
 - How your voice can create images in the minds of your audience
- **How to be clear and succinct:**
- Reduce stammering, rambling and unfocussed speech patterns
 - Understand and utilise key persuasive words to sell your ideas with ease
 - Learning to use silence and timing, and articulation practice for clarity
- **Examining power rooted in confidence and the associated body language to display self-assurance:**
- Techniques to free, tune, and enlarge your voice
- **Make the necessity for the language to be strongly felt by audiences:**
- Know what you want your audience to think and feel by identifying buying signals and other non-verbal cues
- Key Take-Away : - Learn how to free and tune the voice effectively.
- Learn how to get the heart of your message and clearly deliver it.
 - Develop practical vocal skills.
 - Learn how to use key words to persuade your audience to listen and buy your ideas.
 - Learn how to ensure that people retain the key points in your presentation.
 - Bad habits, and what to do about them.
 - Learn how to project and support the voice.

