

It's Show Time!

Seven Superior Strategies to Speak Your Way into Success with SGT Ken®

OVERVIEW:

This highly interactive workshop identifies the essential skills all great presenters must possess in order to impact any audience. Developed by Army Master Fitness, Master Resilience Trainer and decorated combat veteran Ken Weichert (aka SGT Ken®), this workshop features seven superior strategies to speak successfully in every situation. You'll discover how to use your voice for maximum effectiveness, how to cultivate a climate of connection, rapport and relationship building. You will also be immersed in several powerful and playful improvisational drills designed to unleash imagination, build self-confidence, and spawn spontaneity in order to create stagecraft success.

SUMMARY:

1. **CONNECT FOR EFFECT:** Connection with the audience begins before your presentation.

- A. Find out who the target audience is before you begin to craft your message. Find out the theme of the overall program, and objective of the event. This will help you to develop your message and associated stories.
- B. Arrive early and meet the staff and to check sound, stage and lighting. Do your best to meet a few of the audience members prior to the presentation. It is easier to talk to people that you know.

Practical Exercise: *SGT Ken's Special Event Pre-execution Checklist*

2. **START WITH SILENCE:** It is vital for the success of your speech to captivate the audience within the first 10 seconds.

- A. You can show complete confidence simply by waiting a few moments before you speak.
- B. You may also choose to use a prop of some kind that is related to your topic. This way, the audience will be drawn into your program by your actions.

Lesson Learned: *Accuracy over speed*

3. **TELL TERRIFIC TALES:** The one thing that all extraordinary Ted speakers have in common is that they are master storytellers.

A. Whether you use a personal story, quote from an expert or a shocking statistic, use something that will grab the audience and get them hooked to your message.

B. It is suggested that you use a personal story in order to allow the audience to see your special connection to the topic.

Lesson Learned: *Get personal*

4. IMMEDIATE INTERACTION: Immediate interaction is a great way to help the audience to feel like participants, and not just spectators.

Lesson Learned: *Push for participation*

5. PACE WITH PURPOSE: All movements on stage must be done with absolute purpose. Try a strategy where you let your eyes find a person or focal point, and move toward that target slowly and confidently. Continue to do this throughout the program until you have successfully focused on at least a few of the audience members as your conversation targets.

Practical Exercise: *SGT Ken's Staging Strategies*

6. POWER OF THE PAUSE: Include several intentional pauses throughout your program, ranging from three to six seconds each.

A. Insert the pauses either before or after the delivery of each key moment in order to bring the audience into your story.

B. This also means to rehearse your presentation, with all of the equipment and materials that you plan to use. Use a timer to track your program, and allow extra time for audience laughter, clapping, and the unexpected.

Practical Exercise: *IMPRO for Fit Pros*

7. ACTIVATE ACTION: It is vital that you crush the close with a call to action. How are your services a solution for the topic of discussion?

Lesson Learned: *When you impact people, you move their hearts and change them forever. When you influence people, you start a movement. Impact, comes first. Influence is a response to impact.*