



The Essential Public Speaking Masterclass



An online course for anyone who has to
pitch, present or persuade.

About this Masterclass

The Essential Public Speaking Masterclass is for anyone who has to get their message out there.

But like many people, you may feel nervous at the prospect of delivering an important pitch or presentation. Whether that's in person or via video conference.

This Masterclass covers everything you need to know about how to connect with your audience. We will look at nerves, voice and body language, right through to structure and delivery.

Here's the thing, most of us think we'll just get better over time. But what we actually do is to keep doing the same old thing. And because many of us are currently working from home and presenting via video conference, these skills are more important than ever. So why wait to skill up?

The Masterclass is delivered *online* across 10 easy-to-follow Modules. Each Module lasts about 20 minutes and has exercises for you to follow at the end of every Module. I recommend working on one Module a day, so that in 10 days you'll be able to pitch, present or persuade with confidence.

Whether you're a CEO presenting to shareholders, a manager motivating your team, an entrepreneur selling a business, a creative pitching an idea, a charity worker asking for donations or a parent speaking at your daughter's wedding, this Masterclass is for you. It's for anyone who has to deliver a message, tell a story or speak to another human being.

Join the online Masterclass now.

Become a confident speaker in just 10 days

- Control your nerves
- Develop your voice and body language
- Build your confidence
- Structure your messages so they have impact
- Connect with your audience
- Speak with authenticity and authority
- Communicate effectively via video conference

Masterclass Outline

The Masterclass is delivered across 10 Modules, each lasting about 20 minutes, with exercises for you to practice. It will be a fun, practical and powerful journey.

Module 1	<p>CONTROL YOUR NERVES</p> <p>We will look at nerves and fears around speaking in front of a group and the seven flight or fight responses to nerves. At the end, there are five simple exercises to practice. These exercises really work, and you can use them whenever you need to. The best thing is that no-one will ever know that you are doing them!</p>
Module 2	<p>MASTER YOUR BODY LANGUAGE</p> <p>We will look at understanding and controlling your body language: how you stand, the 'presenter' and 'CEO' sitting positions, what to do with your hands, eye contact and listening skills. You will learn how to appear and feel physically relaxed and confident.</p>
Module 3	<p>CENTRE YOUR VOICE</p> <p>We will look at the sound of your own voice, how you speak from your emotional centre, understanding the importance of your breath, clarity and variation. In this Module are the five best voice exercises in the world to transform your voice. I give these exercises to all my top clients. They are easy to do, and they really work.</p>
Module 4	<p>BOOST YOUR CONFIDENCE</p> <p>We discover how you can look and feel confident, even under pressure. We will look at 'your brand', being consistent, dropping the public mask, having nothing to prove and the power of the two second pause. There are five exercises at the end for you to practice in your daily life. We want to build confidence without appearing arrogant. This is a powerful Module that will impact your confidence when speaking in front of a group and beyond.</p>
Module 5	<p>BUILD YOUR CONNECTION</p> <p>We will understand how to create empathy and connection without looking like we're selling. Through understanding The Three Zones of Communication, you will be able to connect with every audience, every time - whether that's an audience of one or one thousand. There are five exercises for you to practice. This Module will change the way you connect with other human beings forever.</p>

Module 6	<p>DEVELOP YOUR STRUCTURE</p> <p>We will look at how you structure your pitch, presentation or talk so you grab the audience's attention right at the start, and how to hold it until the end. We will learn the five best ways to start a speech, how to keep your arguments logical, how to keep to time and how to end really well so your messages are remembered. There are five exercises for you to practice at the end. This Module will change the way you structure every pitch, presentation or speech you make in the future.</p>
Module 7	<p>POWER UP YOUR MESSAGE</p> <p>Even if you only rarely use slides, you will understand how to use them so they can add to your message rather than getting in the way. We will look at good and bad slide deck delivery, make sure the technology doesn't let us down, learn how to direct your audience to look where you want them to, how to present busy slides so they still work and understand that if you do decide to use slides, they can be a powerful aid to your message.</p>
Module 8	<p>TRANSFORM YOUR DELIVERY</p> <p>This Module is at the heart of the Masterclass. We will look at the 'emotional bucket' of your speech, your energy levels, your voice, pace and variety, where you physically position yourself and how you 'own' the platform. The techniques in this Module will be relevant when presenting on video conference too. There are five exercise at the end for you to practice, to transform your delivery.</p>
Module 9	<p>ACE YOUR PRESENTATION</p> <p>Here we look at the best ways to make sure that everything goes well on your big day. We look at food and drink, how you handle notes (if you are using them), how to keep focused under pressure and the best ways to deal with Q+A. You will have the tools and exercises necessary to help you prepare and deliver to different audiences with confidence and authenticity, whether you are pitching, presenting or persuading.</p>
Module 10	<p>HOW TO ACE A VIDEO CALL</p> <p>Working remotely isn't easy. Being away from colleagues and the day to day bustle of the office can be tough. How can we make sure that we communicate effectively and truly connect with our stakeholders in this new world, so we make every conversation count?</p> <p>We will look at the mechanics of video conferencing and the various styles in which we speak, listen and craft our messages. If this is going to be the new norm, let's understand how we can best run virtual meetings and have connected, human conversations via this technical medium.</p>



Robin Kermode is one of Europe's leading communication coaches working globally with CEOs, senior executives, politicians, media personalities and corporate teams.

He is a popular keynote speaker and author of the best-selling book *SPEAK SO YOUR AUDIENCE WILL LISTEN*. His podcast, *THE ART OF COMMUNICATION*, has over 20,000 listeners.

Robin has been an actor for over 30 years and is a recognisable voice over artist (he is the MC of the ATP World Tour Finals each November at The O2 Arena in London).

He is a respected media commentator, contributing to a wide range of newspapers, and is the leading body language expert for The Telegraph, The Guardian and the Daily Mail.

HUFFPOST

The
Guardian

BBC
RADIO

The
Telegraph

THE TIMES

Daily Mail

What clients say

“Our ability to connect has definitely improved as a result of Robin’s techniques. Insightful and a welcome dose of good fun!”

Simon Amor, Director,
Heineken UK

“Robin is outstanding. He delivers remarkable insights and advice with style and humour, connecting instantly with his audience.”

David Bizley, Branch Chief,
NATO Communications

“Robin is a true expert in his field. He has a rare ability to speak to everybody, individually.”

David James, Senior L+D,
The Walt Disney Company

“It was amazing. Robin is a dynamo - inspiring you to connect with audiences in unimaginable ways. Brilliant!”

Jose Papa, MD,
Cannes Lions

“It was amazing. I really feel great about how the speech went. I’ve had terrific feedback. It was my time to shine - and I did! Thank you.”

Barrie Stephen, Owner,
Barrie Stephen Hair

“Any leader in any field will benefit from a session with Robin, he's brilliant!”

Sue Cheshire, Co-Founder,
Global Leaders Academy

“I recommend Robin to anyone who has to up their game in their communications.”

Martyn Dawes, Founder,
Coffee Nation

“Robin has a great ability to build empathy quickly.”

Nigel Sullivan, Group HRD
Talk Talk

“Interesting, educational and, above all, fun!”

Robert Appleby, Co-Founder,
ADM Capital

“Robin is engaging, entertaining and full of practical advice. Highly recommended!”

Simon Buriski, Managing Partner
Lancor

“Every member of staff has improved their skills considerably. Highly, highly recommended.”

Philip Thomas, CEO,
Ascential Events PLC