



THE ONLINE MASTERCLASS

SPEAK SO YOUR AUDIENCE WILL LISTEN

For anyone who has to pitch, present or persuade, deliver a message, tell a story or speak to another human being.

Ten 20 minute video modules
Easy to follow notes
Simple exercises to practice
Work at your own pace
Instantly actionable
Build your confidence

Become a confident speaker in just 10 days!

Speak So Your Audience Will Listen

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

Many people feel anxious at the prospect of delivering an important pitch or presentation. Whether that's in person or via video conference.

This online Masterclass covers everything you need to know about how to connect with your audience. We will look at our nerves, voice, and body language - right through to constructing the perfect message with a successful, confident 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 thing over and over. And because we sometimes work from home, and present via video conference, these skills are more important than ever before.

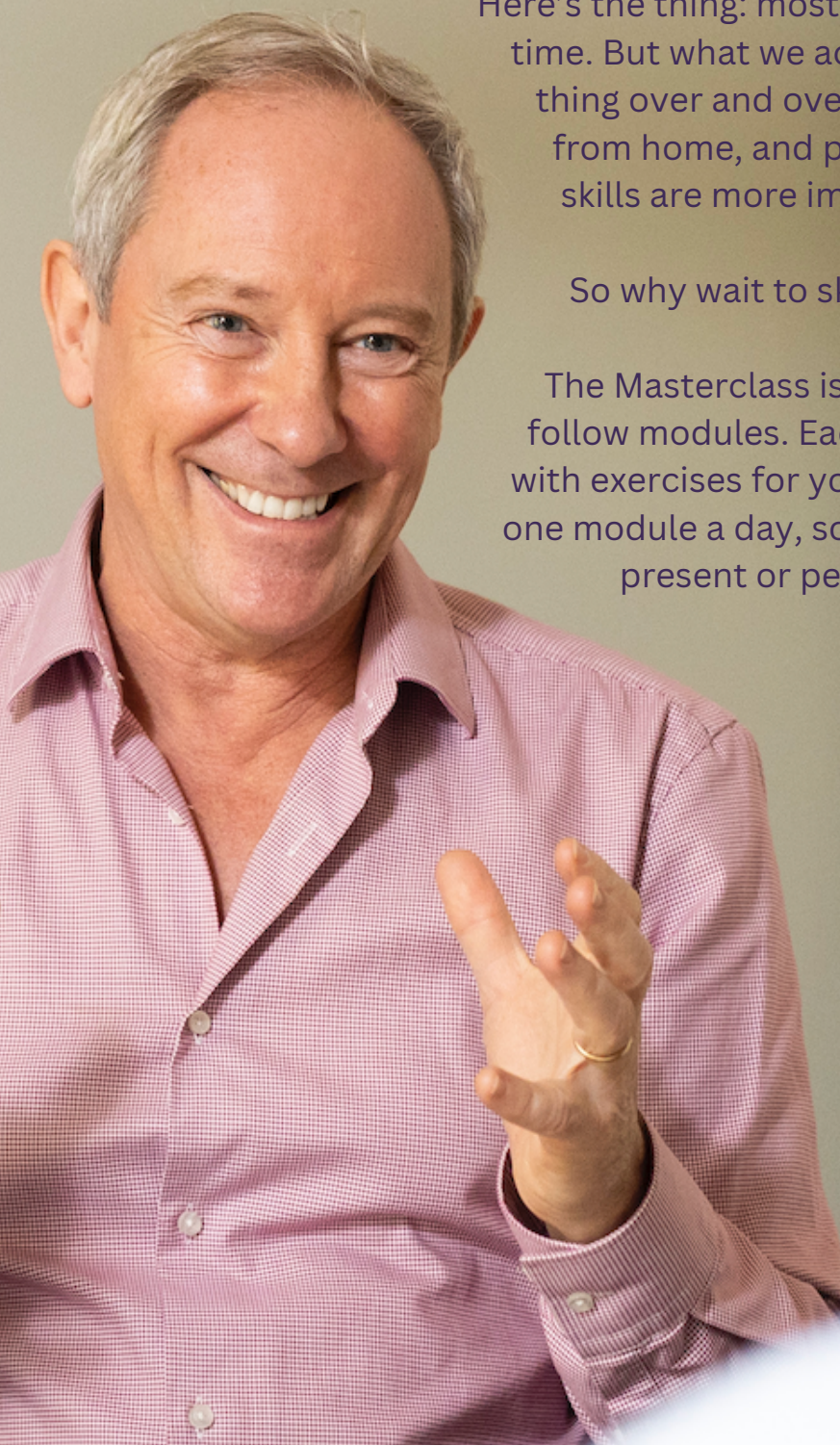
So why wait to skill up?

The Masterclass is delivered online across ten easy to follow modules. Each module runs about 20 minutes, with exercises for you to follow. I recommend working on one module a day, so that in 10 days you'll be able to pitch, present or persuade with success and confidence.

Whether you're a CEO presenting to shareholders, a manager motivating your team, an entrepreneur selling a business, a creative pitching of an idea, a charity worker asking for donations or a parent speaking at your daughter's wedding, this Masterclass is for you.

Find out more about
the Masterclass at

robinkermode.com



Speak So Your Audience Will Listen™

The 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: CONTROL YOUR NERVES

We will look at any nerves or fears you might have around speaking in front of an audience, and at the seven flight or fight responses to those nerves. At the end of the module, there are five simple exercises for you to practice. These exercises really work. The best thing is that no-one will ever know that you are doing them!

Module 2: MASTER YOUR BODY LANGUAGE

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, confident and at ease.

Module 3: CENTRE YOUR VOICE

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 vocal 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 work!

Module 4: BOOST YOUR CONFIDENCE

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 of the module for you to practice in your daily life. We want to build our confidence, without appearing to be arrogant. This is a powerful module that will impact your confidence in front of an audience and way beyond.

Module 5: BUILD YOUR CONNECTION

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.

Module 6: DEVELOP YOUR STRUCTURE

We will learn how to structure pitches, presentations and talks so you grab the audience's attention at the start, and then hold them right to 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 that 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.

Module 7: POWER UP YOUR MESSAGE

Even if you use slides only occasionally, we will learn how to use them so they can add to your message rather than getting in the way. We will learn good and bad slide deck delivery, how to direct your audience to look where you want them to look, how to present busy slides so they can still work, and make sure that the technology doesn't let you down. So if you do decide to use slides you know that, when used well, they can be a powerful aid to your message.

Module 8: TRANSFORM YOUR DELIVERY

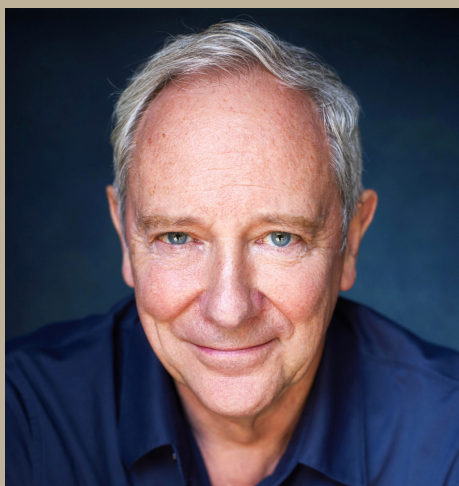
This module is at the heart of the Masterclass. We will look at the Emotional Buckets of your speech, your energy levels, your voice, pace and variety, where you physically position yourself and how you 'own' the platform. The techniques in this module will be just as relevant when presenting on video conference too. There are five exercise at the end for you to practice, to transform your delivery.

Module 9: ACE YOUR PRESENTATION

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.

Module 10: THE ART OF VIDEO CONFERENCING

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, so we make every conversation count? We will look at the mechanics of video conferencing and the various styles in which we speak, listen and craft our messages. We will understand how we can best run virtual meetings and have connected, 'human' conversations in this very technical medium.



Robin Kermode is one of Europe's leading communication coaches working globally with senior business leaders, 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 had over 600,000 downloads.

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

Feedback

“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

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

David Bizley, Branch Chief, NATO Communications

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

Philip Thomas, CEO, Ascential Events PLC

Feedback

“It was amazing. Robin is a dynamo.
Inspiring you to connect with audiences in unimaginable ways. Brilliant!”
Jose Papa, MD, Cannes Lions

“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

“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

Find out more about the Masterclass at
robinkermode.com

robin kermode

the art of communication

Robin is one of Europe's leading communication coaches, working globally with senior leaders from the worlds of business, politics, education, media, sport and charity. He is a best-selling author, popular keynote speaker, moderator, MC and respected media commentator. His book, *Speak So Your Audience Will Listen* is an Amazon best-seller and his podcast, *The Art of Communication* has had over 250,000 downloads. Robin originally trained as an actor and is a recognisable and popular voice-over artist.

Robin is a highly versatile and trusted coach, working in a wide variety of sectors. He brings over 20 years of experience, enthusiasm and his sense of humour to help clients develop a natural communication style, so they speak with confidence and an effortless ease. He develops the skill sets they need to build gravitas, authority and authenticity even under pressure - so they speak with energy, clarity, and humanity for maximum impact and influence.

Whether communicating in board rooms or at conferences, in client meetings or internal Town Halls, Robin wants his clients to speak so their audiences will listen. After years of experience developing coaching techniques and methods, Robin has a proven track record for helping individuals and teams to truly engage with their audiences. Every time.

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, you want to speak so your audience will listen.

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