

Speaking Spas™

Work hard. Rest hard.



Speaking Spas is an innovative, life changing experience and the ultimate professional development forum for women who want to work through their speaking challenges with the support of the expert DeFinis team, a pot of soothing tea and a hot stones massage.



Program Description

In the spotlight. On the spot. As more women take on leadership positions as entrepreneurs, business owners, in politics and government positions, as corporate leaders and in the non-profit sector, the opportunities for women to influence are greater than ever before. Women leaders innovate, persuade, integrate, raise standards, challenge, create policy and ultimately change lives. And much of their success depends on how well they communicate and the quality of their presentation skills.

Strong public speaking skills are critical. Yet giving presentations arouses fear and uncertainty for most people. It can be a stressful, lonely and nerve-wracking process. You have a lot on your plate already and may not have the time to devote to preparation. And while you know the importance of strengthening your presentation skills, you may not know where to begin.

- **Challenge:** So how can you take on the challenge of professional growth, position yourself for career advancement and refine and polish your speaking skills without adding more pressure to your already stressful life?
- **Solution:** *Speaking Spas.*

Speaking Spas is a new concept, a speaking school geared for entrepreneurial, professional, corporate and business women—those who crave growth and challenge and have the desire to become poised, passionate and powerful leaders—but also require balance, nurturing, reassurance and support. By offering our training program in a tranquil spa setting we reduce the anxiety often associated with public speaking and provide a balanced experience for women to learn and grow.

Our program is a demanding process and everyone will work hard, but our “work hard, rest hard” philosophy is designed to be holistic and balanced. Interspersed with the challenging DeFinis training methods will be nourishing opportunities for spa treatments, exercise, privacy and healthy food.

Target Audience

This program is designed for women leaders in all industries, including women business owners, entrepreneurs, corporate leaders, non-profit executives, politicians and others who believe that refining their presentations skills will advance their careers and extend their leadership capability.

3 Days | Residential | 8:30 a.m. to 5:00 p.m. | 12-14 Participants | 2 Facilitators



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Theory is never enough to drive behavioral change, so get ready for action!



Learning Outcomes

By the end of the *Speaking Spas* program you will be able to:

1. Understand the essence of communication excellence and use *The Connection Loop™* to help you take critical action steps to keep your audience involved and engaged in a meaningful relationship
2. Be a compelling role model for powerful and effective communication and presentation skills among your employees, superiors, colleagues, customers, business associates, your community and others with whom you come in contact
3. Confidently perform in the spotlight and on the spot by using three important performance delivery skills: physical presence, vocal resonance, and distinctive language. Demonstrate poise, power and passion to persuade and influence with greater skill, competence and confidence
4. Understand the importance of using a structure to prepare your message and implement the DeFinis Navigator, a fail-safe content design tool that supports your ability to stay on message and keep your audience on course
5. Tell powerful stories and use various rhetorical devices including metaphor, examples, data, quotes, humor and other rich sources of support evidence to build relevant, meaningful content
6. Use creative, state of the art visual-aid strategies to reinforce your message, keep you on track and create audience involvement
7. Pursue your action plan and adopt a method for continuous learning so you can refine and develop all aspects of your communication and presentation skills throughout the course of your career

Program Overview

We begin the program by assessing your current skill level so you have a benchmark on which to build new skills. We will look at the public speaking challenges faced by women leaders. You will discover why your audience wants you to succeed and you will be introduced to concepts, tools and best practices to help you do so.

But theory is never enough to drive behavioral change so get ready for action! You will practice your new skills individually and in small groups and deliver your presentation in front of the camera. Using our signature *Line by Line Coaching™* process you receive feedback from your instructors and class participants. The proven DeFinis training method and the skillful guidance of our compassionate instructors ensure that you will experience immediate results in your presentations skills with as little stress as possible.

Speaking Spas™



Learning Methods

- Lecture demonstrations
- State of the art learning materials
- Small and large group discussion
- Individual and group activities and practice exercises
- DVD recording and review of individual presentations
- *Line by Line Coaching™* and feedback

Pre-Work

Three weeks prior to the program you will receive all program information, including a worksheet to complete and return. This information will help us understand your personal and professional profile, the specific speaking challenges you face and your goals for this program.

In addition, you will be asked to prepare a ten to twelve minute presentation on a topic of your choice. These presentations will form the basis of the work you will do in the program. You will give different sections of your presentation in short installments culminating in a final presentation on the last day. Each presentation will be recorded on DVD for you to review in the workshop and then take with you back to your home and workplace.



DeFinis Communications, Inc

Founded in 1997 by Angela DeFinis, DeFinis Communications offers a full range of professional public speaking programs, products, and services. We support leading corporations in developing effective communications strategies and all aspects of presentation skill and speaker development. By building knowledge and skill, accelerating performance, and providing tools for continuous learning, we help our clients successfully compete in a demanding marketplace.

Clients

Applied Materials, Aruba Networks, Autodesk, Avista Corp., Blue Shield of California, Charles Schwab, Cisco, Electronic Arts, Hewlett Packard, Linear Technology, Micron, Mother Jones, Levi Strauss, Republic Services, Sendmail, Splunk, Symantec.

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