



SPARROW SOLUTIONS
— G R O U P —



Building Public Awareness: *Presentation Optimization*

Are your presentations getting the response you want?

Are you able to equip others to speak for your organization?

Do you know how to draw from the strengths and stretches of your temperament to make the strongest connection with your audience?

How recently has someone given you an honest critique and evaluation of your presentation, with suggestions for optimization?

Sparrow Solutions Group believes that how you represent your organization publicly through speaking events is critical. On average, people in leadership have had very little public speaking training, which is substantiated by stories shared of feeling inadequate and apprehensive. Our **Building Public Awareness: *Presentation Optimization*** courses are designed to do the following:

- Improve the public speaking abilities and confidence of the organization leaders
- Decrease apprehension in presenting
- Strengthen the vision and mission of the organization and the presenter
- Optimize or begin to develop the Moment Message SM of your team members
- Make the most of speaking opportunities based on audience and time allowed
- Position strategic team leaders to recognize opportunities to share about PMC, along with its mission and vision



Program Overview

This course can be as minimal as having your banquet speech critiqued and points developed, to being as comprehensive as an in-house team training that would develop your own speakers bureau. Board members, staff, and volunteers will gain expertise that will prepare them to speak for your organization.

Single Speech Optimization

Scope of Service:

- Initial phone call, up to 30 minutes
- Analysis of written speech or notes by Sparrow Leadership consultant
- Bullet point review of written speech by Sparrow Leadership consultant
- Up to one hour phone, Skype, or Facetime-type consultation, including coaching directives related to how to develop power-filled points
- Bullet point review of recorded speech by Sparrow Leadership consultant

Objectives:

- Participants will learn the importance of determining their purpose, and how to narrow that purpose, when speaking publicly.
- Participant will learn tips for speaking with confidence.
- Participant will learn basics of speaker language and style and how that impacts the audience.
- Participant will learn how to tailor their message to their audience.
- Participant will learn strategies for introduction and conclusion.
- Participant will learn creative tactics in using supporting materials for presentations.
- Participant will learn how to determine the Automatic Ask SM (call to action) and how to incorporate it and where.

Materials

The materials needed to view or read are determined on a case-by-case basis.

Fees:

The following fees for Building Public Awareness: *Presentation Optimization Single Speech Optimization*:

- 1 speech \$600
- A 2nd speech \$450
- A 3rd speech \$375

Team Presentation Optimization

Scope of Service:

- 12 hour on-site training with two Sparrow Leadership Consultants to be completed in 1.5 days
- Each participant should anticipate up to two hours of homework after first night
- Up to 5 hours follow-up consultation to take place within 3 months of on-site training, up to 30 minutes per team member following their first presentation on behalf of the organization

Objectives:

- Participants will learn the importance of determining their purpose, and how to narrow that purpose, when speaking publicly.
- Participants will learn tips for speaking with confidence.
- Participants will learn basics of speaker language and style and how that impacts on the audience.

- Participants will learn how to tailor their message to their audience.
- Participants will learn strategies for introduction and conclusion.
- Participants will learn how to introduce evaluation forms for presentation.
- Participants will be coached through evaluation form results.
- Participants will learn creative tactics in using supporting materials for presentations.
- Participants will learn how to determine the Automatic Ask SM (call to action) and how to incorporate it and where.

Certificates

Each Building Public Awareness: *Team Presentation Optimization* student will receive the following certificate: Certificate of Completion.

Materials

Training manual for each participant (up to 10) is provided. Additional materials to view or read are determined by consultant.

Fees

The following fees for Building Public Awareness: *Presentation Optimization* training:

1) Building Public Awareness: *Presentation Optimization* training fee of \$4,200.00 includes:

- a) Training for your entire team (up to 10)
- b) Training at clinic's location with training tailored to clinic's specific needs

A \$2,100.00 deposit is required to schedule training.

2) Expenses include

- a) Air fare for training staff
- b) Accommodations for training staff
- c) Rental car for training staff
- d) Per Diem for training staff

Scholarships and packages available. Please complete application for consideration.

If you have any questions or concerns regarding our services, please contact Ginnie Wilson 702-925-8737.