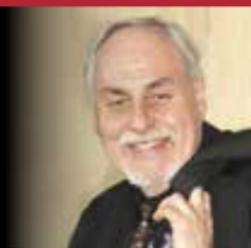


SPEAKING **SUCCESSFULLY** & PRESENTING **PERSUASIVELY**

with **Alan Youngson**



STORIES STRENGTHEN SPEECHES

**Want to become a more successful speaker?
Then learn and practise the art and craft
of storytelling**

Since 'emotion is the fast lane to the brain'*, start your speech with a well-crafted, well-delivered story which takes your audience on a mental and emotional journey and, ideally, has a compelling message.

Audiences cannot resist a well-told story - even if they try. Preferably, share a personal story which generates an emotional connection with your audience. To achieve high storytelling impact, you also need to **add some "theatrical pizzazz" to your delivery style** by developing your vocal versatility, character acting, stagecraft and humour techniques.

The key ingredient that makes a story irresistible is conflict. The stronger the conflict, the more captivating your story will be. Ask yourself, "Is the conflict in my story strong enough? Does it arouse the audience's emotions?" **No conflict = no curiosity = no interest.**

To stimulate and sustain interest, the following are (some paraphrased) insights and tips from world

*Alan Youngson, an award winning speaker, holds academic and professional qualifications: B.A.(Hons.) English & Drama; B.Ed. specialist Speech & Drama Teacher of 20 years; Certificate IV TAE (Workplace Trainer-Assessor-Educator); Certified Personal & Business Coach for Leaders, Managers, Speakers, Presenters and Performers. 25 years as a Theatre Manager & Director-Presenter of 97 shows; showcasing many Professional Speakers.

renowned speaking coaches and authors - ***Doug Stevenson's Story Theater Method** and **Akash Karia's, TED Talks Storytelling techniques:**

- **Create mental images**- so audiences see what you're saying.
- **Bring your characters alive**- give specific details about their appearance and short descriptions that utilise several of the five senses.
- **Use dialogue, not narration.** Dialogue is shorter and more impactful than narration. It also allows you to use vocal variety including characters and accents in your delivery.
- **Include the spark of wisdom in your story**- that allows the character(s) to overcome the conflict and results in change.
- **Wrap up your story by leaving your audience on an emotional high**- with a short takeaway repeatable message such as "walk your talk."

**Enrol in 2015 short course
Storytelling & Speaking Feb/March
Kenmore Community Education**



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