

M E L I N D A H E N N I N G

HIGH STAKES PRESENTATION CONSULTING AND COACHING



SPEAKING SCHOOL 2010

for Advocates, Activists, and Social Enterprise Leaders

One person - YOU - can make a difference, - by *speaking*.

Everyone in your enterprise can be an ambassador for your cause.

Build skills and confidence you'll call upon now and in the future. Special discounts for members of Thrive, the Alliance of Nonprofits for San Mateo County! No prerequisites, except your desire to speak! **San Mateo locations TBD.**

Speaking with Conviction: How to Make the Case for Your Cause
Thursday, August 26 OR Tuesday, September 28, 9:00 am to 4:30 pm

Register for August 26: <https://www.123signup.com/register?id=mydpr>

Register for September 28: <https://www.123signup.com/register?id=mydpr>

This is the essential core training for every social enterprise team member who must not only explain but also change minds, touch hearts, and move people to action by speaking. In a full day with interactive instruction, step-by-step guidance, targeted practice, and individualized performance coaching (with video), you'll learn how to:

- a) Prepare a persuasive speech of any length in record time, and
- b) Deliver it convincingly, with minimal dependence upon notes.

You'll gain influence tools you can adapt to a variety of speaking situations, assess your natural strengths, have a plan for continued improvement, and even find fun – yes fun! – in each of your opportunities to make a difference by speaking. Limited to 8 participants. Includes materials and video.

\$375.00 (\$325 for members of Thrive.)

Speaking with Conviction will be held at the Silicon Valley Community Foundation, 1300 South El Camino Real, San Mateo

Melinda Henning brings 30 years of professional experience – over 12,000 private sessions - to her consulting and coaching specialty in high stakes presentations and speaking for social change. Her clients include a MacArthur Fellow, 2 Ashoka Fellows, an Echoing Green Fellow, a State Assemblyperson, a TED keynoter, numerous authors and thought leaders, and countless corporate and social enterprise executives, nonprofit teams, and citizen activists. She has a gift for drawing out a compelling performance from nearly anyone.

Hot Seat Speaking: How to Leverage the Controversy in Your Cause

Wednesday, September 29, 9 am to Noon

Register for this class: <https://www.123signup.com/register?id=mydpl>

If your topic is emotionally charged or your audience unfriendly, you can't afford to ramble or cave: this is when people are really listening! In Hot Seat Speaking, you'll learn how keep your cool in the heat of the moment, stay on message in spite of distractions, express your strong opinion succinctly, and "dance" with challenging audiences. You'll gain tools you can use in a variety of tense speaking situations, so you can sound as smart as you are, - no matter what. Limited to 21 participants.

\$75.00 (\$65 for members of Thrive.) San Mateo location TBD.

Treasure Maps and Talking Points: How to Find the People Who Care, and What to Say to Engage Them

Wednesday, September 29, 1:30 pm to 4:30 pm

Register for this class: <https://www.123signup.com/register?id=mydyp>

Treasure Maps and Talking Points makes it easy for board members, enterprise leaders, and key volunteers to find the right people, then invite their involvement in concise, targeted, and personally authentic ways. You'll learn:

- Strategies to reach into new circles of influence;
- 5 Elevator Pitch Introduction Formats;
- How to explain your own commitment in just 3 sentences;
- Multiple ways to differentiate your organization or cause from others;
- Key statistics you must know, and how to memorize them;
- Two templates and 3 techniques for telling lively client success stories.

As a result, when you are recruiting for event attendance, gathering signatures, or asking for funding directly, you'll be equipped not only with your enthusiasm, but also with the words you need to make opportunities appealing. (Limited to 21.)

\$75.00 (\$65 for members of Thrive.) San Mateo location TBD.

Melinda's clients say she is a "miracle worker".

Explore the possibilities for yourself in a complimentary phone consultation.

415-806-9161