

POWERFUL PUBLIC SPEAKING

Speak and inspire.

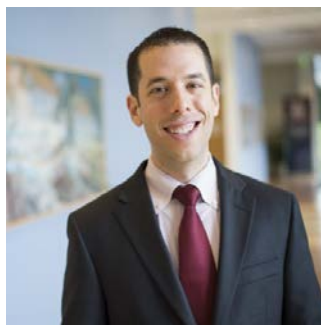


Every time we speak in public, we have the opportunity to lead. Our goal is to lead the audience toward a particular objective and emphasize the need for action. However, to demonstrate our ability to lead, we must make a strong first impression and deliver our ideas with poise and power.

In this three-day program, we will discuss the tools and techniques that professional speakers use to captivate their listeners. Through interactive exercises and role-plays, participants will learn how to connect with their audience, structure their ideas, and use rhetorical devices. In addition, participants will deliver a speech and receive personalized feedback in a supportive environment. Participants will leave the program with an improved ability to speak powerfully from the podium and leave a lasting impression.

FACULTY

Steven D. Cohen is an associate professor and the Faculty Director for Business Communication at the Johns Hopkins Carey Business School. He is an accomplished scholar and dynamic trainer who has brought research-based insights to companies in a wide range of industries. Dr. Cohen has been quoted in media outlets such as the Financial Times, Slate, Huffington Post, Inc., New York Magazine, and NBC News. He also was featured in the BBC Radio documentary, “Churchill’s Secret Cabinet.”



Dr. Cohen’s work has appeared in national and international publications, including College Teaching, Communication Teacher, The International Journal of Listening, Listening Education, Relevant Rhetoric, and Toastmaster magazine. He has presented his research at top-tier academic conferences, such as the National Communication Association Convention and the Association of American Colleges & Universities Annual Meeting. Dr. Cohen is the author of two books, Public Speaking: The Path to Success and Lessons from the Podium: Public Speaking as a Leadership Art. Prior to his academic career, Dr. Cohen was an assistant vice president and team leader at Bank of America and later became a senior strategy consultant at IBM Global Business Services. He holds a PhD in communication from the University of Maryland and a master’s degree in public policy from Harvard University.

WHO SHOULD ATTEND

This program targets individuals who want to become powerful public speakers. It is especially appropriate for business leaders, entrepreneurs, faculty/staff members, researchers, and senior administrators who regularly address external audiences. Individuals who deliver speeches at conferences and events are highly encouraged to attend.

TUITION

\$3,800 for the 3-day course

20% discount to JHU and JHHS employees \$2,560

JHU employees may use tuition remission for the seminar

LOCATION

Baltimore Harbor East

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Course Agenda

DAY 1	
8:30AM-9:00AM	REGISTRATION AND BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	MORNING SESSION: Starting Strong <ul style="list-style-type: none">Managing First ImpressionsConnecting with Your AudienceElevator Pitches
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	AFTERNOON SESSION: Laying the Foundation <ul style="list-style-type: none">Structuring Your SpeechUsing Powerful LanguageBuilding a Speaking Outline
DAY 2	
8:30AM-9:00AM	BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	MORNING SESSION: Presenting Your Ideas <ul style="list-style-type: none">Grabbing the SpotlightMaking Your Message StickRocket Presentations
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	AFTERNOON SESSION: Crafting Memorable Ideas <ul style="list-style-type: none">Inspiring Others to ActCase Study on InspirationSpeech Development Workshop
DAY 3	
8:30AM-9:00AM	BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	MORNING SESSION: Speaking with Power <ul style="list-style-type: none">Speeches (Group A)Individualized Feedback (Group A)Holding Your Audience
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	AFTERNOON SESSION: Speaking with Power <ul style="list-style-type: none">Speeches (Group B)Individualized Feedback (Group B)Mastering the Deep Bump