



Speak Up

A crash course in **talking.**

13⁺ **John**
Vlismas

John Vlismas knows
how to talk.

He's convinced people to laugh on several continents. He talked some into marrying him (briefly). He's pitched television shows, films, sponsorship deals, product launches and arena shows. **And won.**

He's designed three linked one-hour lessons to tell you what he's learned.

Go at the most feared activity in history from three angles and the chance of doing well goes up, right? John thinks there's more to it than picturing the audience naked and saying your words nicely.

He believes you need to do some thinking about speaking before you start. There are exercises to help embed the learning.

01.

MATERIAL

What you say and why is the basis of good speaking. Developing awareness of what the material needs to be is a secret weapon.

- **"why is everything a story?"**
how humans code complex information and activate it.
- **"what story do the audience have already?"**
identity informs perception.
- **"do I know why I'm going to tell them a new story?"**
situational awareness
- **"what's my own story?"**
personal development.

02.

DELIVERY

There are also some hacks in how he tells stories that make them better. Knowing why you physically change as you walk up to present helps the process of converting anxiety into a state of heightened attention and focus.

Becoming present in the moment is about getting our ego under control so we can stop trying to put on a show and show up instead. Great delivery is being comfortable enough with your material to play expertly, not wrestle with it.

03.

DESIGN

Mistaken for great graphics – the meaning and function of design is fundamental to human cognition. The patterns we encounter have a fundamental effect on how we process information.

- How we look.
- Where we stand.
- Room-shape.
- Lighting.

Before we look at our content – there are design options we have that will influence how we prime other people. Simple points on how to take these options and use them effectively are covered in this section.

Material design is often governed by the wrong agendas:

- Look busiest.
- Look cleverest.
- Look un-nervous.
- Look funniest.

None of these really serve:
Connect and inform.



John will cover the design of useful and effective content, bringing in some science about the brain to support his hunches built over 25 years of ethnographic research.

Duration:
4 hours (09h00 – 13h00)

Cost:
R 1 265.00 per delegate

Contact

+27 11 808 0860 info@henleysa.ac.za