



# YOUR VOICE

PRESENCE | INFLUENCE | INSPIRE



*"Women-only programs specifically address the unique challenges women face, allowing them to overcome these barriers"*



## ROSEANN KELLY

CEO - WOMEN IN BUSINESS

"I am delighted to recommend this course to our members. As someone who has struggled with nerves in presenting and speaking in public I found this course helped me enormously in building my skills and confidence whilst allowing me to be myself. This is a key skill for women today in the workplace and having the ability to influence & persuade effectively has a huge positive impact on our work"

## WHY SHOULD YOU ATTEND?

In life & in business the people who enjoy the most success & make the biggest difference are those that are able to effectively communicate. Your Voice is all about creating presence for women who are leaders, executives, owners & managers through a combination of learning and practice. The purpose is simple: learn new skills, gain new levels of confidence, grow in presence & influence and create real impact through exceptional communication and presentation.

**Places are limited and so we highly recommend early booking on what is a hugely popular course!**



"Life changing. That is the only way I can describe the impact Your Voice had on me. This incredible course not only challenges the status quo of presentation and communication, it also challenges you on a personal level to delve inside and discover traits, skills and abilities you never thought existed within you. Inspiring, exciting and enjoyable; this course has been invaluable in building my confidence levels and has empowered me to grasp opportunities I previously would have shied away from. I am no longer afraid to present and I can now influence audiences all thanks to Your Voice"

REBECCA WATTERSON - BELFAST

# YOUR VOICE FOR WOMEN

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The business case for female representation in senior leadership is compelling and, increasingly organisations are pledging public commitment to gender diversity. Yet, despite significant investment in diversity training, business is making very little inroads in achieving gender diversity at leadership level.

**Women-only leadership programs provide three times the return on investment than mixed gender programs, for five reasons. Women-only programs:**

- o Allow women to explore their leadership identity
- o Address the specific developmental needs of women
- o Provide the opportunity to work with other female role models
- o Account for preferred learning styles
- o Challenge the unique barriers to advancement faced by women

## COURSE OUTLINE AND OBJECTIVES

THE TOPICS COVERED DURING THIS 2 DAY COURSE INCLUDE

### **Become a compelling communicator**

What do we mean by communication?  
Understanding the key elements of interpersonal communication  
Your Communication style

### **How to build a brilliant presentation**

How to prepare an audience centred presentation  
Establishing a key message & building around it

### **Creating Impact & Influence for success**

Understanding the power of Primacy & how to harness it  
Shaping a presentation for maximum effect  
Adding colour & flavour  
Maximising Recency Bias & how to harness it

### **Understand how to persuade people**

How to win people to your way of thinking  
Creating a compelling presentation that moves people  
Using Monroe's Motivated sequence

### **Empower yourself by creating presence**

How to engage your audience visually  
Learn how to master non-verbal communication to create a strong personal brand

### **Controlling yourself & the environment**

Handling nerves and self preparation  
How to use technology effectively  
Thinking on your feet, dealing with difficult audience, handling questions





**For details on special member pricing and dates of the next Your Voice course please contact:**

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