

Q. What is the Impactful Speaking series?

A. Developing and improving public speaking skills is the key to improving your business' profitability. The *Impactful Speaking* series is designed to enable your team to create dynamic presentations, conquer the anxiety that often accompanies public speaking, and then, deliver their speeches in a way that transforms people and moves them to positive, forward action. Our current clients are not only putting these skills to work for themselves, but also making the most of every opportunity to brand and market their businesses to the public during networking events.

Q. What will my team gain?

A. By completing the *Impactful Speaking* series, your team will:

1. *Gain Instant Credibility and Increased Confidence*
2. *Increase Your Profitability*
3. *Become the "Go-To" people in your industry*
4. *Generate more leads in one hour than most do in one month*
5. *Communicate Effectively in Any Situation*

Q. Course Curriculum

A. The *Impactful Speaking* series covers the following topics:

1. *Identifying Challenges and Setting Individual Goals for Improvement*
2. *Structuring Speeches into a Memorable Format*
3. *Incorporating Storytelling to Create Captivating Content*
4. *Discovering Powerful Delivery Techniques*
5. *Mastering Unique Anxiety-Controlling Breathing Exercises*

Frequently Asked Questions (FAQ)

Moving People to Action[®] through Impactful Speaking

June 2010

Q. How can I make Impactful Speaking available to my team?

A. We offer a variety of presentation and workshop options that are tailored to meet the needs of your organization. The following are the most often requested options:

1. Introductory Keynote Speech plus 6-week Teleclass Program and ½ day In-house Follow-up Workshop
2. In-house Workshop (full or half day sessions available)
3. Peer Groups (full day quarterly meetings for 1 year with other community professionals)
4. 3 or 6-week Teleclasses (60 minutes per week via telephone conference call)
5. Keynote Speech (60-90 minutes)
6. Personalized, individual coaching sessions

Q. Who facilitates the Impactful Speaking series?

A. The series is facilitated by Amy Ayoub, President of Moving People to Action[®]. Amy is a certified World Class Speaking[™] coach and Coach U graduate. She is also a former licensed financial planner and has been a successful political fundraiser for over 30 years, raising over \$100 million for numerous political and charitable causes. Amy has worked with various organizations ranging from small business owners to large gaming companies on improving their skills in communication, time management, leadership development and networking.

Q. How do I setup an initial consultation to determine the best options for my team?

A. You may contact Amy directly at (702)784-7687 or Amy@AyoubAssociates.com.

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What Our Current Clients Are Saying

Before joining the group, I would typically think of things that I would want to say, but never write them down. This time, it was different! I got out of bed, on a Sunday at 5am and wrote down my thoughts for an upcoming speech. Working with Amy has given me more confidence and excitement about public speaking. I have become better with preparing my speeches which ultimately leads to a better delivery. It's the best investment I've made in myself.

Caroline Ciocca

Director of Community Relations, Cash America/SuperPawn

I felt stuck in boring introductions that had no punch, were predictable and not very meaningful, and often I couldn't remember what I had said afterwards. I was nervous and so often unprepared. By using the techniques I learned in Amy's class, I now know the joy of practicing what I am going to say, no matter how long or short the speaking will be; the power of using "you" to bring the audience into whatever I am saying; and the benefit of the "stress reducing" breathing exercises. These techniques have given me power over fear and anxiety in public speaking.

Rob Elliott

Deputy Director of Southern Nevada, Office of United States Senate Majority Leader Harry Reid

I wanted to say thank you for all the help and coaching by you and my classmates on the teleclass. Tonight's phonathon presentation went OUTSTANDING! And, we raised as much in one night as the school raised in 5 nights of previous calling.

The breathing techniques were genius. For the first time, I got up before a group and wasn't scared to death. I LOVE raising money, and I think I was able to get other folks just as excited about it, too! Thank you, thank you, thank you!

Tamara Hemingway

Director of Institutional Advancement, Diocese of Metuchen

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Participating in the Impactful Speaking Teleclass program greatly improved my ability to communicate with my patients in a one-on-one setting. With Amy's guidance, I learned to utilize the best methods to engage and empower my clients to select the best possible treatment for their needs. Since being in the program, my sales of treatment packages versus individual appointments have increased by 70%.

Dr. Constantino Anastassiou

Doctor of Chiropractic, Holistic Synergy

I learned more in one session of Impactful Speaking than in all my previous training combined. Having Amy as the facilitator along with her powerful curriculum has both inspired and challenged me to hone my speaking skills. As a result, I know that I will be able to communicate more effectively—regardless of the size of the audience. I recently incorporated some of the techniques Amy shared with a small group in very close quarters. I had folks immediately to either side of me, and across the table and yet it never felt uncomfortable. It felt perfectly natural, especially after I practiced the new relaxation trick we learned as my turn was approaching.

Dario Herrera

Marketing Executive, Wendoh Media

I am so grateful for everything I learned in just one session of Impactful Speaking. Making just a few changes—like the way I open a speech—has helped greatly. I was recently given 5 minutes notice that I needed to give an impromptu speech at a Chamber breakfast. I used two of the techniques that Amy taught us the previous week in our group and received tremendous response.

Julie Murray

CEO, Three Square
