



Do it Well. Make it Fun.®

Ron Culberson, MSW, CSP

Genuinely Speaking

How YOU Can Make Your Message More Memorable

Program type: 3-6 Hour Workshop

Target Audience: Anyone who regularly presents information to others (Executives, Managers, Marketing/PR Staff, Politicians, Professional Speakers)

Program Description:

Whether you're speaking to a group of 1000 employees, 100 donors, or a small group of senior management, the goal is the same: to effectively convey important information and **influence** the actions of the audience. This fun, **hilarious, and content rich** program shows participants how to combine the best part of themselves and their experiences with humor and stories to bring their information in their presentations alive.

This program uses examples of great presentations, small group exercises, and live coaching to focus on six key areas for making **great presentations**:

- Identifying your unique **gifts** and skills
- Understanding the needs of the **audience**
- Designing an effective presentation **structure**
- Learning powerful **delivery** techniques
- Using **humor** to keep the audience engaged
- Incorporating the metaphorical power of **stories**

Biography:

Ron Culberson is the author of *Is Your Glass Laugh Full?* and *My Kneecap Seems Too Loose*. As a speaker and humorist, his mission is to help staff and managers achieve a new level of success by understanding the power of **Do it Well, Make it Fun**. Ron is a former hospice social worker, middle manager, and senior director. He will be president of the National Speakers Association in 2012-2013.