

Workshop Agenda

8:30-9:45am

20/20

On April 17, 1999, Hall of Fame Speaker Steve Gilliland spoke for the first time at DuPont in Pasadena, Texas. Twenty years later, he recounts 20 of his largest missteps in speaking and building a multimillion-dollar speaking business.

9:45-10:15am

The Pathway to the Platform

What you say and how you say it is your primary product. Your speech needs to solve a problem. When you begin with your solution, and then write the speech, people will buy it. This 30-minute session will reveal the 7 irrefutable truths of professional speaking.

10:15-10:30am

Break

10:30-11:15am

The Power of Storytelling

Steve will show how effective storytelling reinforces, entertains, and supports intended take-a-ways. You will learn how to truly move an audience through a deep understanding of emotions, motivations, and psychology. You need to learn how to make people laugh, cry, and tweet something you say in a matter of 5-minutes. Like the "bits" of a standup comedian, your content and delivery will be judged on how deeply you connect in a short amount of time.

11:15-11:30am

Q & A