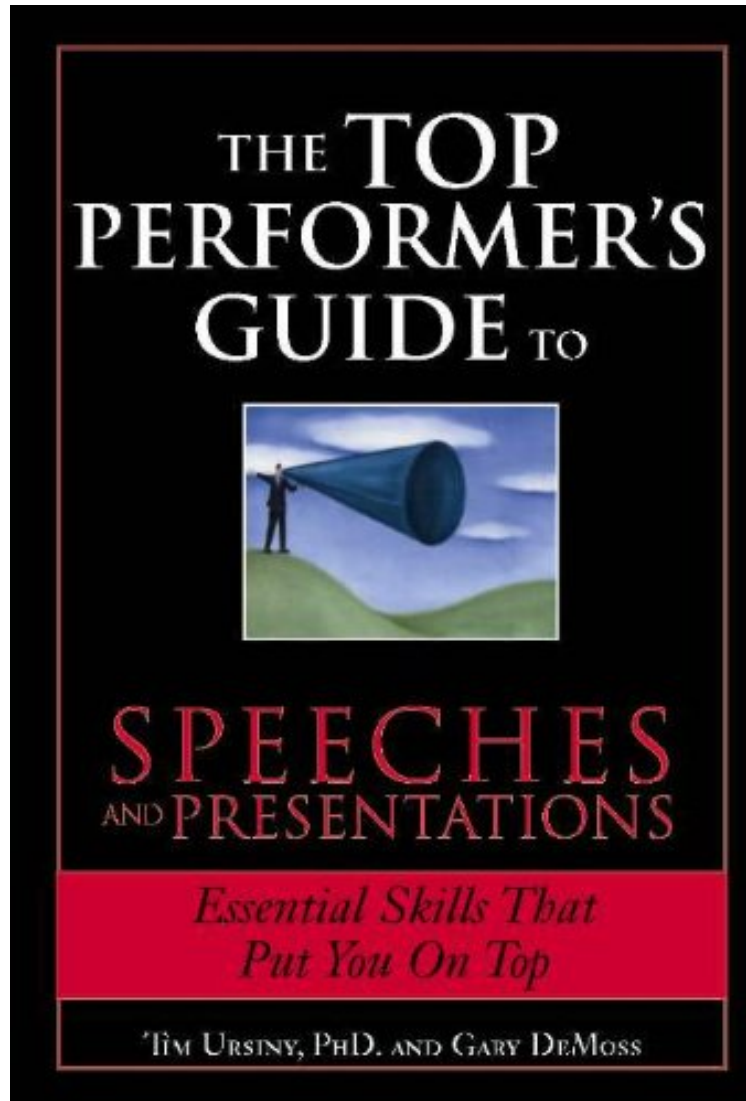


(Library ebook) The Top Performer's Guide to Speeches and Presentations (Top Performers)

## The Top Performer's Guide to Speeches and Presentations (Top Performers)

*Tim Ursiny, Gary DeMoss*  
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**Tim Ursiny, Gary DeMoss : The Top Performer's Guide to Speeches and Presentations (Top Performers)**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Top Performer's Guide to Speeches and Presentations (Top Performers):

0 of 0 people found the following review helpful. Excellent book for starting into the subjectBy Leif J. NeilsonExcellent book for starting into the subject. My only complaint is it could have gone into a little more detail, or used multiple examples more often to make the points obvious when discussing techniques such as story boarding.0 of

0 people found the following review helpful. Five StarsBy DeeLove it!1 of 1 people found the following review helpful. very good primer on speeches and presentationsBy Tim DaissThe Top Performer's Guide to Speeches and Presentations is a nice little primer on its subject. It covers the basics of presentations that both novice and experienced speaker can utilize. Yet, it soars at times to more than the basics when it discusses how to include and develop your own personal style and signature for presentations. In essence, you can follow the principles of speaking in this book then add your own unique personality and strengths. Other chapters, including discussing mining your life for stories to use in presentations are useful too.The only drawback of the book, and the reason I rated it at four stars and not five, is the fact that it is written primary for sales presentations. However, sales are not the only type of presentations given. For example, I just had a new book released in Asia about writing strategies for business executives and had to make seminar appearances to cover the book's contents, therefore some of The Top Performer's advice did not fit so well. However, the work is still adaptable and useful and I recommend it as the cornerstone for any person serious about speaking and presenting professionally. Finally, I had a question about some of the points in the book and fired off a few emails (both given in the book) to its authors, Tim Ursiny and Gary DeMoss. While DeMoss did not respond, Ursiny responded within 48 hours and was both friendly and helpful.

The Top Performer's Guide to Speeches and Presentations helps businesspeople master that most daunting of workplace challenges-addressing a group of coworkers, clients or customers. --Overcoming nerves and fear--Preparing for different types of speeches--Engaging the audience

From the Back CoverDeliver Presentations that Move your audience to Action Speeches and presentations are a facet of almost everyone's career, from professional speakers to executives to teachers. Top performers just like you struggle every day to not only get their message across, but convince the audience to change their actions according to that message. The Top Performer's Guide to Speeches and Presentations is your essential handbook for crafting effective, engaging presentations that accomplish your goal, be it selling a product or service or teaching a new system. Discover: --The four cornerstones of dynamic speaking--How to best use your eyes, voice, and body--Relating to your audience through story--Tools for preparing a masterful presentation--Developing your own signature style--Tips and hints to ensure that your audience responds with action Top performers must know how to give compelling presentations that achieve the desired results. You are just a short read away from mastering this essential skill.About the AuthorTim Ursiny, PhD, CBC, RCC is the CEO of Advantage Coaching Training ([www.advantagecoaching.com](http://www.advantagecoaching.com)). He is a coach/trainer specializing in helping people reach peak performance, great relationships, and personal happiness. Dr. Tim regularly speaks for Fortune 500 companies that want workshops that are practical yet entertaining. He also coaches CEOs, executives, sales professionals, and others on a variety of subjects related to performance and life satisfaction. Dr. Tim's previous books include The Confidence Plan: How to Build a Stronger You, The Coach's Handbook, and The Coward's Guide to Conflict, which is currently in its third printing and has been translated into several foreign languages. He is currently writing a series of books called What Top Performers Know about... around such topics as change, conflict, networking, attitude, and public speaking.He lives in Wheaton, Illinois, with his wife, Marla, and his three sons, Zach, Colton, and Vance.Gary DeMoss is the director of Van Kampen Consulting, which provides communication and relationship-skills training to financial advisors. Gary has been with Van Kampen for twenty-four years. He began his career with the company by starting and directing their national sales. He was later named director of marketing and in 1998 started Van Kampen Consulting. Gary is a keynote speaker, seminar leader, and consultant to advisors who want to build their affluent client base, and he was recently selected as a platform speaker at the 2003 Million Dollar Round Table conference.He is the coauthor of the book The Financial Professional's Guide to Persuading 1 or 1,000, which helps advisors learn the science and art of delivering more powerful client presentations both one-on-one and in group settings.Prior to joining Van Kampen, Gary was with Procter Gamble in sales management. He has a BS in business from Miami University in Oxford, Ohio.Jim Morel is the founder/chairman and CEO of Jam Consulting Group, Inc., a sales and management consulting firm. In addition to his work as an executive sales coach and consultant, Jim is a sought-after keynote speaker. Prior to founding JAM Consulting Group, Inc., he worked for thirty years in financial services in several areas, including senior management as president of a broker dealer company, commissioned sales, and international and national sales management. Over the years, Jim has successfully rebuilt and re-energized hundreds of sales teams struggling at one time or another.Jim holds undergraduate and graduate degrees in education, psychology, and science from Purdue University in Lafayette, Indiana. He is on numerous advisory boards and is involved with many nonprofit organizations. Jim lives in St. Charles, Illinois, with his wife, Sherry. He has three children, Tom, Kaleen, and Marques, along with six grandchildren.Excerpt. copy; Reprinted by permission. All rights reserved.Style and StructureHave You Ever...?Have you ever spent a lot of money on something that you ended up not using? Let me tell you about a gentleman I once knew who had extreme buyer's remorse. I was attending a major event for leaders across the country. At this particular event, each speaker paid \$10,000 for the opportunity to stand up for five minutes in front of this elite group of professionals. This was their chance to speak to a group of influential buyers who they usually would have no chance

to get in front of. So the cost was significant, the stakes were high, and the ability to present well was crucial. Unfortunately, the first speaker got up and was obviously nervous. He was stumbling over his words and ended up thanking the audience for about one minute (20% of his allotted presentation time). At this point I was no longer looking at him-I was looking at the audience. Often when we study speakers, the best way to gauge their ability is looking at the audience because the people listening will tell you everything you need to know. As I watched I noticed that a third of the crowd was fiddling with their pens or looking around. The speaker then went on to give detailed information about his credentials and experience for about two minutes (40% of his presentation time). At this point about half of the audience was engrossed in some other activity, such as chatting with their neighbors. Three minutes into his five-minute presentation he finally started to talk a little about his product, but did so by dumping as much information as possible into that last two minutes. By the end of this presentation, no one cared about anything he had to say. Ten thousand dollars were down the drain because he did not know how to engage his audience.