

**TABLE OF CONTENTS** *for*  
TK Solagbade's  
***PUBLIC SPEAKING SUCCESS SYSTEM™***

**OUR PUBLIC SPEAKING TRAINING SERVICE  
CREED**

**If anyone who attends our seminar subsequently speaks publicly in a manner that causes his/her audience to suggest that he/she has been trained in public speaking, it would not be to our credit. Our desire is for you to speak with such natural gracefulness, elegance and intensity, that your listeners would not even begin to imagine that you have been trained.**

**In order that we might fulfill our obligation to you, we only ask that you give us your full trust and cooperation. If possible, please come to us with the mental attitude or mindset depicted in the words of the immortal Napoleon, reproduced below. Do that, and the task before us would be halved even before we begin!**

***"I have SUCCEEDED in whatever I have undertaken, because I have WILLED it. I have never HESITATED which has given me an ADVANTAGE over the rest of mankind". - Napoleon***

**SELF-DEVELOPMENT ACADEMY**

Facilitating People Development And Empowerment Through Self-Development Education™

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# TK Solagbade's **PUBLIC SPEAKING SUCCESS SYSTEM™**

## 1.0 Course Objectives:

At the end of this seminar, you will:

- a. Know the secrets of successful professional speaking – and how to use them.
- b. Be how to develop additional self-confidence, and talk more convincingly in public.
- c. Understand how to use your speaking prowess to influence people and gain leadership status
- d. Be conversant with proven techniques for generating income as a Public Speaker.
- e. Be able to successfully **P**osition, **P**ackage, **P**romote and **P**resent yourself as an expert in your chosen field.
- f. Be equipped to continue improving yourself to be the very best you can be as a professional speaker.

“There is no accomplishment which any man can have that will so quickly make for him a career and secure recognition as the ability to speak acceptably.”

– Chauncey M. Depew

“...And it (Speaking Success) will give you leadership more rapidly than almost any other activity you can think of or imagine...it is an attainment that every person of education longs for”

– Dale Carnegie

## OUR COMMITMENT

### A. PRACTICAL SESSIONS

You get to choose a topic of personal interest to you, and will be given ONE hour in which to put together a 5 minute speech (Re: Sermon on the mount), as will be done for other attendees. Each person will then present his/her speech to the group. Listeners will make comments, give ratings using speaker performance checklist. The trainer will then give a general summary of performance and recommendations/suggestions for improvements as may be appropriate.

### B. WE MAKE YOU AN EFFECTIVE WRITER (i.e. Two Courses Rolled Into One!).

In order to successfully transform you into a top-notch public speaker, we need to equip you with the ability to write effectively. How else would you be able to prepare speeches that make your audience applaud you endlessly, if you could not write potent and elegant prose? So, you get a **two-in-one package** of competencies, if you choose to attend this course. Of course, you could decide to attend our Effective Writing Skills course (**~~N5, 000.00 investment~~**) separately! It's entirely up to you.

### C. ADDITIONAL FULL DAY OF PRACTICALS – **FREE!**

You will be given the option of choosing to come back for a FULL day of (at least) 1-hour mock presentations per person. The date would be agreed at the close of the course. Each participant will be asked to choose a topic of personal interest. The objective being to help each attendee consolidate his/her learning further. This comes with the additional benefit of another round of consultation with the academy's training and resource personnel. All this at **NO ADDITIONAL** cost to you.

## **D. PERSONAL, WRITTEN, SIGNED AND DATED MONEY-BACK GUARANTEE.**

Your investment as a participant in the course will be protected 100% by a personal, written, signed (by the Founder and Course Director of the Self-Development Academy), and dated **MONEY-BACK GUARANTEE**. You get this as soon as you complete your registration to attend the course. This guarantee remains valid for **one (1) full year** after you complete the course.

### **2.0 The Public Speaker**

- 2.1 Who can be a Public Speaker?
- 2.2 Who should be a Public Speaker?
- 2.3 What makes a good (Public) Speaker?
- 2.4 Assessing your ability (TKSolagbade's **Speaker's Performance Checklist™**)  
Take the 3-minute test. Check your rating and "find out why".
- 2.5 Identifying/Studying role models.

### **3.0 The Public Speaker's Audience**

- 3.1 Knowing your audience/How to interest them.
- 3.2 Questions to ask yourself before accepting a speaking engagement.
- 3.3 Dealing with logistics (Knowing your venue etc)
- \*\*\* Introduction to TK Solagbade's **Speaking Engagement Checklist™**

### **4.0 Preparing/Planning your delivery**

- 4.1 Deciding on your subject/topic.
- 4.2 What is the purpose of your Talk?
- 4.3 Know your subject better than anyone else on the planet.
- 4.4 A review of methods employed by renowned and phenomenally successful speakers (Discussion).
- \*\*\* TK Solagbade's **Rapid Speech Preparation System™** (Only Available here!).
- 4.5 First Think - And THINK HARD.
- 4.6 Build A Speech Plan.
- 4.7 Build RESERVE POWER!!!

#### **4.8 Who Says You Don't Have The Time??**

- a. Re: Charles Darwin had poor health. Did I hear you say so what??
- b. Maybe you want to relax – and play the “game” with your own family.

#### **4.9 Developing your own unique style.**

#### **4.10 Critical role of a good memory.**

#### **4.11 Developing your Time Management plan**

#### **4.12 PRACTICE! PRACTICE!! PRACTICE!!!**

**Question to ponder:** Should you take a video cameraman and/or photographer?

### **5.0 Opening remarks and ice breaking.**

- 5.1 Your opening: Planning and implementation.
- 5.2 Arresting their attention...Seizing their interest.
- 5.3 Believing in yourself/Eliminating FEAR of speaking to crowds or before important persons.
- 5.4 Caring for, and improving your voice.

### **6.0 Being a GENIUS on the platform!**

- 6.1 Be passionate about your subject or risk colossal FAILURE!
- 6.2 How to say exactly what you intend to say, and be fully understood.
- 6.3 What the audience should see while you're on the platform.

**Question to ponder:** Should a good speaker use notes? (Discussion).

- 6.4 HOW TO “Hold them captive”...”hanging to every word”.... “make them thank you”...etc
  - a. THE POWER OF (True) STORY TELLING.
  - b. Interest-getting power of Definiteness, Virility, Enthusiasm, Charisma etc.
  - c. Your Words: should be “Picture-Building”, “Image-laden”; “Colorful” - what I like to call “**Multi-Dimensional Words™** (MDWs)”.
- 6.5 Your command of the language of communication: the POWER of flawless diction

\*\*\* The secret of having your own way with words.

6.6 Implementing your Time Management plan

## **7.0 Ending your talk/speech.**

7.1 Examples of common errors.

7.2 Planning your ending.

7.3 Signaling the end/Delivering your summary.

7.4 The Close.

## **8.0 Handling your audience**

8.1 Judging the mood

8.2 Coping with hostility

8.3 Dealing with questions

## **9.0 Improving yourself** - ensuring that you make your next outing better than this one:

9.1 Get some FEEDBACK from the audience - and let them RATE you on a formal scale.

9.2 Evaluation/Feedback (Self-Development Academy's Speaker Evaluation/Feedback form).

9.2 Applying audience Feedback/Evaluation to become better.

9.4 Assess yourself – use **Speaker's Performance Checklist™**.

9.5 Research and Practice PERPETUALLY!

## **10. Public Speaking As A Business**

### **10.1 Professional Public Speaking – Serious Ethical Considerations**

a. What you give versus what you get.

b. Integrity Merchandising™.

c. “Cherish your stainless honour”(Burt Dubin).

## 10.2. Professional Public Speaking Success Pillars.

### a. Position yourself right.

- Discover your passion and create your personal mission statement.
- Develop your exclusive market position.
- Know your subject.
- Get yourself recognized and respected in your niche.

### b. Package yourself right.

- Develop your marketing/promotional instruments.
- Your profile, credentials, qualifications, credibility/integrity, citations, publications etc.
- Why barter is smarter (Burt Dubin).

### c. Promote yourself right.

- Get and use testimonial of your capability/expertise.
- Know your market.
- Learn to write/self-publish + get published in conventional media.
- Seek out decision makers who matter.
- Employ TK Solagbade's **Street-Smart Marketing System™**.

### d. Present yourself right

- Your appearance matters.
- Your relationships.
- Your people skills/interpersonal ability.
- Your self-esteem.
- Going the extra mile.
- Your composure/personality.
- Your off-platform conduct.
- Your negotiating skills.
- The impression you leave behind.