

**Lauren Burnett** has focused her career on building and sustaining character and competency for high performance and organizational productivity in Fortune 500 organizations, government agencies, entrepreneurial organizations and national associations. President of the Center for Inner Quality, Ms. Burnett's knowledge and penetrating insight into human potential development has been gained from 25 years of extensive, real-world experience in helping leaders, organizations, teams and individuals achieve professional and personal success and fulfillment. Her training programs, coaching and speaking help unleash the power of choice for extraordinary results and embrace break-through thinking and action to create cultures where people want to work and where people want to stay.

A certified Executive Coach through World Wide Association of Coaches, certified Emotional Intelligence facilitator and a Pre-Cognitive Re-Educator, Ms. Burnett serves individuals, Fortune 500 companies, academics, financial services, healthcare, hotel, insurance, manufacturing, non profit/not for profit, professional services, real estate and retail.

Prior to starting her coaching and training company, Ms. Burnett was President of Imagine Advertising and Marketing, spearheaded the entry into new markets as a manager for LCI, International; opened new market as Assistant Director of Trade School; advanced the success of Goald, Inc a cutting edge training and development company; and served as adjunct faculty for Cleveland State, Ohio University, Colorado State and Tri-C Community College.

Lauren holds a B.S. in Education from Miami University; listed in Who's Who of Women Entrepreneurs; and has penned articles in local and national publications and appeared on television and radio speaking to human potential development.

Non-Profit  
Organization  
U.S. Postage PAID  
Permit No. 2206  
Cleveland, Ohio

The Institute for Healthcare Education  
Menorah Park Center for Senior Living  
Bet Moshav Sekenim Hadati  
27100 Cedar Road – Beachwood, OH 44122  
Questions? Phone (216) 360-8216 or Fax 216-378-4007

# Step Up to a WOW Delivery: Enhance Speaking Skills

May 18, 2012

**BENHA Approved  
6.0 CEUS**

# Agenda

8:30 – 8:45 Registration	12:00 – 12:30 Lunch
8:45-9:00 Introductions/objectives	12:30-1:00 Delivery Coaching/critique
9:00-10:00 Elements of impromptu talk Practice/critique/coaching	1:00-2:00 7 Steps to finding a good story
10:00-10:30 Elements of informative talk	2:00-2:15 Break
10:30-11:00 Write introduction	2:15 – 2:30 7 Tips to Designing a story/ Story Structure
11:00-11:30 Deliver	2:30-2:45 Write Story
11:30-12:00 Write body of talk and ending	2:45-3:00 Delivery/Coaching
	3:00 – 3:30 How to put WOW in delivery

Leverage this time to learn and PRACTICE speaking and storytelling skills to enhance your effectiveness as a speaker whether you deliver presentations/lectures within your organization or you present to others outside your facility.

You will be given practice scenarios for impromptu and informative speech deliveries. You are encouraged to bring a current or past speaking scenario so that we can work on ‘real life’ presentations.

- Explore the elements of delivering an impromptu and informative talk.
- Practice delivering and be offered coaching
- Learn 7 steps to finding a good story
- Explore 7 tips to designing a story
- Learn 9 Steps to Story Structure
- Examine 8 point check list to put WOW into your delivery
- Craft a story and explore dramatization using body language, movement and staging.

## Step Up to a WOW Delivery

May 18, 2012

### Registration Form

Name: \_\_\_\_\_

Discipline/Lic. #: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Program Fee: \$135.00

Please mail registration form with accompanying payment to:  
The Institute for Healthcare Education at Menorah Park  
27100 Cedar Road  
Beachwood, OH 44122  
Phone 216-360-8216 / Fax: 216-378-4007  
www.menorahpark.org

Method of Payment:

Check       Visa       Master Card

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

NOTE: Registration deadline is 3 business days prior to the program. Payment must be made in full prior to attending course. There will be a \$25 processing fee for all cancellations. No refunds will be given after registration deadline. Substitution of participants is permitted. Also, please note that The Institute for Healthcare Education is located within Menorah Park Center for Senior Living. Menorah Park is a kosher, Jewish facility. Your cooperation is requested in the observance of dietary laws, which require that no food or beverage be brought into the building.