

**The University of Toledo**  
**College of Business Administration**  
**Executive Center for Global Competitiveness**

**SPEAKING TO GROUPS**

### Program Overview

A key component of leadership is communication, and speaking to groups is a common scenario leaders face often. Leaders must be able to inform, inspire and influence others with verbal and nonverbal communication. From speaking to their own staff, to making formal presentations in or outside their organizations, leaders who have even just the basic yet practical speaking skills will feel more confident and be more persuasive when the floor is theirs.

### Who Should Attend

This seminar would be beneficial for all professionals who would like to brush up on their public speaking skills, who would like to improve the image they project while presenting and those who would like to increase their confidence in order to feel in “charge” of the audience, rather than feel at the “mercy” of an audience.

### Program Objectives

This program will help participants:

- Describe the four important parts of “idea transfer”
- Develop a clear outline
- Develop a concise purpose statement
- Demonstrate a variety of delivery techniques for capturing and keeping attention
- Use evidence (stories, statistics, testimonials) to punctuate key points
- Learn a practical and effective model for impromptu talks
- Use the correct body language and tone to reinforce their message
- Gather critical information on the target audience
- Develop their signature story
- Create a checklist for feeling confident and comfortable in advance
- Learn how to instill a bias for action and accountability in the audience

### Program Topics

- Customizing and personalizing one’s message to the audience
- Beginning with interest and energy
- Getting off to a good start
- Closing so they remember the core message
- Keeping the audience engaged
- Using visual aids and handouts
- Making one’s speech or presentation interactive and participative
- Using humor effectively
- Scouting the location and arranging the room
- Writing one’s own introduction
- Co-presenting with a colleague
- Tapping into the audience’s expertise

### About the Instructor

**Mike McCartney** is an Adjunct Faculty in the College of Business Administration at The University of Toledo. He has helped organizations large and small leverage the human side of high performance, in the spirit of their mission, vision and values. Mike’s expertise is helping senior leadership and mid-management teams optimize their collective talent to execute strategy and achieve goals. His communication and facilitation skills are based on careful listening and a keen sense for group dynamics. As a keynote speaker, Mike is engaging and entertaining, wrapping his content around your core message, so people leave with new insights, an upbeat feeling about their organization, and a bias for taking action. Mike’s background includes a 27 year career with The Andersons, a Fortune 1000 corporation, where he directed its organization and leadership development. He holds a degree from Ohio State University and numerous certifications.

Examples of topics in which Mike specializes include: Coaching, First Time Manager, Critical Confrontations, Situational Leadership, Improving People Performance Problems.

*If you wish to tailor this program for onsite training at your company,  
please contact Carrie Herr, the Director of ECGC,  
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