

Emotional Eloquence



THE LOST LANGUAGE OF LEADERSHIP

DO YOUR LEADERS:

- Give speeches and presentations with fear and uncertainty?
- Struggle to give presentations that inspire and motivate?
- Overwhelm their audiences with too much content?

WOULD YOU LIKE YOUR LEADERS TO:

- Motivate people to higher levels of achievement?
- Engage people at a deeper and more meaningful level?
- Inspire confidence in leadership and loyalty to your company?

*Doug
Stevenson
offers:*

AN INSPIRING AND UPLIFTING
SKILL-BUILDING KEYNOTE

A CHALLENGING AND UPLIFTING
SKILL-BUILDING SEMINAR

DOUG STEVENSON'S

Emotional Eloquence

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“Doug helped us realize that it's more about the emotional connection we have with our audience than the content of a presentation or what's on a slide. I've used Doug Stevenson at numerous leadership development events and he always delivers. In his Emotional Eloquence program he balances solid content, storytelling and entertainment while getting people involved. If you're looking for something different, as I was, give Doug a call.”

Michael Patterson
National Manager of
Leadership Development

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TURNING EMOTIONALLY INTELLIGENT LEADERS INTO EMOTIONALLY ELOQUENT SPEAKERS

Would you like to hear a speech by a senior level leader that lives up to their title—a speech that is filled with inspiring ideas and solid content, without the mind-numbing “data overload”? Imagine what it would be like to be inspired by that leader. Imagine what it would be like to be that leader.

DOUG STEVENSON'S EMOTIONAL ELOQUENCE PROGRAM WILL SHOW YOU HOW.

Emotional Eloquence is a program designed for current and high-potential future leaders. There comes a turning point in every leader's career where he or she needs to step up to the next level and step away from presentations that subordinates should be making. It's time for leaders to lead when they speak.

The Eight Core Elements of Emotional Eloquence are:

1. Engage first; then motivate
2. Emotion is the fast lane to the brain
3. Use metaphors and stories to frame your content
4. Brand your message by weaving a theme
5. Design your speech yourself
6. Go deep, not wide
7. Appeal to people's higher aspirations and moral convictions
8. Close your speech with a message of hope

DOUG STEVENSON'S
**STORY
THEATER**[™]
INTERNATIONAL