



## Dr. Jim Anderson: Unforgettable Public Speaking Skills That Will Set Your Ideas Free



John F. Kennedy, Martin Luther King, Bill Clinton – what made them such powerful leaders? It wasn't wealth, social status, or even good looks – it was that they knew how to give a powerful and effective speech. Even in this digital age in which we are now living, the ability to speak in public is still one of the key skills that we need to have if we want to be successful. How good are you at standing up in front of a group of people and convincing them that your ideas are the right ideas and

that they should take the actions that you are asking them to take? If you could use some help in this area, then that's where Dr. Jim Anderson can help you out.

Public speaking isn't just about opening your mouth and letting the words tumble out. We've all seen that done too many times to believe that anything good can come of it. Instead, if you want to be an effective public speaker you're going to need to know how to design a speech that will work with the audience that you'll be addressing. Then you're going to have to know how to create that speech: what words to use and how to design PowerPoint slides that will support your speech while not taking away from it.

Dr. Jim Anderson is a public speaking expert who has been there, done that. He leads training for professionals on the process of learning to use the skills that they already have in order to become better at giving speeches through Blue Elephant Consulting's "Clear Blue Presentation System™" seminars and workshops. Dr. Anderson provides real-world systems and skills that allow attendees to become more effective speakers who can connect with their audience and get them to take action.

**Bio:** Dr. Jim Anderson is the President of Blue Elephant Consulting, a boutique consulting firm that companies call when they need to improve their public speaking skills. Dr. Anderson holds four college degrees: B.S., M.S., and PhD. in Computer Science as well as an MBA in Marketing. Dr. Anderson spent over 25 years working in corporate positions using his communication skills to rise to become a senior telecommunications executive. His professional career included working for such firms as Boeing, Siemens, Alcatel, and Verizon. He also admits to working at startups on the front line of the dot.com adventure; however, he disavows all responsibility for how that whole thing turned out. For more information please visit [www.BlueElephantConsulting.com](http://www.BlueElephantConsulting.com)

### Story Ideas

#### Just How Does One Create A Keynote

**Presentation?:** A keynote speech is unlike any other speech. Creating one requires humor, insight, and knowing your audience. Dr. Anderson will show you how to bring it all together to make a memorable speech.

#### PowerPoint Tricks: Banish Boring, Invite

**Fun:** PowerPoint is a powerful tool, but if you don't know what you are doing, you're going to bore your audience. Dr. Anderson will show you how to create slides that will enhance the words that you are saying.

#### How To Use Your Mental TV To Memorize A

**Speech (or Anything):** One of the worst things that you can do when giving a speech is to read it. Dr. Anderson shows you how to memorize any speech, no matter how long it is.

#### Persuade An Audience Using 3 Secrets

**Used By Presenters:** Convincing an audience to do what you want them to do is made simple when Dr. Anderson shares the 3 things that you need to include in your speech in order to get the results that you want.

#### 4 Things That You Should Never Talk

**About:** Sure, you probably can guess 3 of these, but the 4<sup>th</sup> might catch you by surprise. Dr. Anderson shows you how to avoid derailing your next speech.

#### Presentation Challenge: How To

#### Successfully Talk To Teens – And Survive!

Talk about a tough audience! Teens have a desperate need to hear what we have to say, but we need to make sure that we talk to them in the ways that they want to be talked to. Dr. Anderson shows you what you need to both do and not do in order to connect.

#### Handling Hecklers: 5 Ways That Presenters

**Can Restore Order:** At some point in time every speaker runs into a heckler. These situations can ruin a speech if not handled correctly. Dr. Anderson lays out what your options are and how to choose which one to use in order to solve your heckler problem.