

Developing Your Executive Presence



SPOKEN WITH AUTHORITY

Content

"Why am I" Exercise
and the Sandwich Structure



Delivery

Manage nerves and convey
confidence



Why? Is my purpose to inform or persuade? To do or know what specifically?

Am I ? What am I credible on this topic? What is my unique perspective?

Speaking? Why is this live and not a memo, report, e-mail, or recording?

With this Audience ? Who is in the audience? What do they care about?

On this Occasion? What is the context on micro, meso, and macro levels?

Sandwich Structure Examples

Monroe's Motivated Sequence

Attention

Thesis statement

PREVIEW

- | | | |
|---|---|---|
| T I. Need
(Problem)
A.
B.
C. | T II. Satisfaction
(Solution)
A.
B.
C. | T III. Visualization
(Benefits)
A.
B.
C. |
|---|---|---|

REVIEW

Call to action

The Golden Circle

Thesis statement

PREVIEW

- | | | |
|-----------------------------------|------------------------------------|--------------------------------------|
| T I. Why
A.
B.
C. | T II. How
A.
B.
C. | T III. What
A.
B.
C. |
|-----------------------------------|------------------------------------|--------------------------------------|

REVIEW

Two Story Structure

Thesis statement

PREVIEW

- | | |
|--|--|
| T I. Success Story - Past
A.
B.
C. | T II. Success Story 2 - Present
A.
B.
C. |
|--|--|

REVIEW

Chronological

Attention

Thesis statement

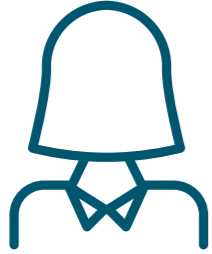
PREVIEW

- | | | |
|---|--|--|
| T I. Past (what
we've done)
A.
B.
C. | T II. Present (what
we're doing now)
A.
B.
C. | T III. Future (what we
plan to do)
A.
B.
C. |
|---|--|--|

REVIEW

Learn more about the Sandwich Structure in Presenting Now chapters 6 and 22.

STANCE



SOUND



SMILE



SILENCE

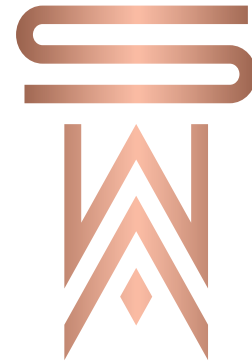


SIGHT



SETUP





CHRISTINE CLAPP

Christine Clapp is the president of Spoken with Authority, a Washington, D.C.-based presentation skills consultancy that elevates the presence and expands the influence of professionals, and promotes inclusion in their organizations. Since 2008, Christine and her team of six expert coaches have provided virtual and in-person training programs and coaching engagements to hundreds of organizations and thousands of leaders, emerging leaders, and subject-matter experts.

Christine is the co-author of *Presenting Now: A Guide to Public Speaking and Leadership Communication Online, in Person, and Beyond* (2022), *Presenting Virtually: A Guide to Public Speaking in Online Contexts* (2020) as well as *Presenting at Work: A Guide to Public Speaking in Professional Contexts* (2014), and a collaborator on *Let 'Em Speak*, a podcast launched in 2020 that explores the intersection of presentation skills and inclusion. She holds two degrees in communication: a bachelor's degree from Willamette University, and a master's degree from the University of Maryland, College Park. She also taught public speaking to undergraduate and graduate students at George Washington University for thirteen years.

*Elevating Presence,
Expanding Influence,
Promoting Inclusion*

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