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Executive Speech Doctor

Engaging with Community Audiences in Person and Online

Engaging with the community and responding to the needs and interests of the audience are key elements of being an effective executive speaker. This book addresses the videoconference and in-person public speech needs and interests of CEOs, executive directors, owners, presidents, general managers and other leaders reaching out to community audiences at the local, regional or national levels. The author presents a new communication model based on decades of scientific coorientation and community ties research. This includes a fresh perspective on co-questioning and questioning tactics, and introduces the new concept of empathetic outreach. With 45 chapters of useful tips and advice, this book utilizes anecdotes, examples, testimonials and expert interviews to help guide speakers through various aspects of executive public-speaking.



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