



Transformational SPEAKING

If You Want to Change the World,
Tell a Better Story

GAIL LARSEN

There are memorable speakers who impress the world with their delivery and style, but fail to move people to action. And then there are transformational speakers—those who reach people on a deeper level and inspire them to make a difference in the world. The best speakers aren't “canned,” predictable, or practiced students of technique. To be agents of change, they need to discover the core message they were born to deliver, communicate it powerfully, and ignite in others a passion for what matters most to them. From “I have a dream” to “Yes we can,” their stories resonate so we not only agree, we BELIEVE.

Gail Larsen's *Transformational Speaking* proves that everyone can deliver a powerful and inspiring message if they go deep enough to find what is theirs (and only theirs) to say. Most books on public speaking focus only on technique, presentation development, and overcoming fear. *Transformational Speaking* goes well beyond the standard, unveiling the myths of what makes a great speaker and teaching anyone who wants to change the world—from seasoned speechmakers to reluctant orators—how to access their own true voice to speak effectively and change minds. Larsen helps business executives and entrepreneurs; community and social change leaders; healers, life coaches, and others mine the deep well of their life experiences to become the authentic, potent speakers that only they can be. Whether a speech is impromptu or planned, casual or career-making, Larsen reveals the essence of successful speaking in a resource that anyone can use to capture the heart of their message in their own words.

An effective mix of practical tools and inspirational coaching, *Transformational Speaking* will empower speakers to change the world, one speech at a time.

GAIL LARSEN is the founder of Real Speaking and has worked as a coach and consultant to professional and aspiring speakers in both the business and nonprofit worlds since 1986. A US Small Business Administration Award-winning entrepreneur and former executive VP of the worldwide National Speakers Association, Larsen maintains an active teaching and speaking schedule in the US and Canada. She lives on Whidbey Island, Washington, and is available for interviews. For more information, visit www.realspeaking.net

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