

The Room Is Yours

C2

PRESENTING

An executive communication course for the moments when leading means speaking: the keynote, the pitch, the town hall and the camera. Across 28 coached drills and a performance arena you practise signposting, metaphor and story, inspiring action, pitching, media interviews and vocal delivery. Each drill follows the same cycle: draw, perform, one note, again.

YOU CAN NOW

- You can signpost a talk so the audience never gets lost.
- You can turn an abstract idea into a memorable metaphor, analogy or short allegory.
- You can inspire action with future-pacing, we-language and one clear call.
- You can deliver a tight pitch from hook to ask, and adapt it to the room.
- You can handle journalists with answer, bridge, communicate and quotable soundbites.

USEFUL PHRASES

- *By the time I sit down, you will know...*
- *That brings me to...*
- *If you remember one thing from today, make it this.*
- *In other words, we are rebuilding the engine mid-flight.*
- *I think about that story every time we...*
- *Before I tell you what we are doing, let me tell you why it matters.*
- *So here is what I am asking you to do...*
- *What really matters here is...*

KEY VOCABULARY

Signpost · A phrase that shows listeners where the talk is going.

Loop back · Closing by returning to your opening image, now changed.

Analogy · An extended comparison that explains how something works.

Future-pacing · Helping listeners picture success: Imagine it is five years from now.

Hook · A first line that earns the next minute of attention.

Message house · A headline plus three key messages prepared before an interview.

Roadmap · An opening that previews the route of your talk.

Metaphor · Saying X is Y to make an idea concrete.

Allegory / parable · A short story with one moral, then a bridge.

Anaphora · Repeating the same opening words to build rhythm and momentum.

The ask · Exactly what you want from listeners, with no softeners.

Soundbite · An 8 to 12 second line quotable on its own.

LANGUAGE FOCUS

Signposting language

Signposts are the spoken headings of a talk: use them to open with a roadmap, mark turns, highlight what must stick and close the circle. At C2, mix rhetorical questions and contrast turns with enumeration so the structure is felt, not announced.

- *I want to do three things in the next ten minutes...*
- *So where does that leave us?*
- *That is the theory. Here is what actually happened.*

Take it further: Before your next real talk or meeting, write your hook, three-part roadmap and one specific ask, then rehearse it standing up against a timer and repeat it changing just one thing.