

Top Speech Coach Larry Tracy Returns on March 3 to Conduct a Workshop on How to Deliver Persuasive Presentations

Based on overwhelming demand, expert speech coach Larry Tracy is returning to the Federal Consulting Group to teach federal employees “How to Deliver Persuasive Presentations.”

The next workshop, co-sponsored by the Federal Communicators Network, will be held on March 3 from 9 a.m. – noon at the Treasury Executive Institute, 801 9th St, NW. Registration and light refreshments will begin at 8:30 a.m. The workshop is free to FCG clients, FCN members, and other federal employees and their guests, including contractors who work with federal agencies. Metro directions are below.

“Larry Tracy received the highest evaluations we’ve ever had for a speaker,” said Anne Kelly, FCG CEO. “We know a good thing when we see it, and we certainly want to offer this opportunity again, especially for those who were unable to attend in January.”

What Participants Said About Larry Tracy’s Workshops in January

Ronald DelGizzi, Colonel, USAF, Defense Intelligence Agency, said *“Larry’s presentation is so filled with content, I didn’t want to blink. Anyone who delivers presentations cannot afford not to attend Larry’s seminar.”* Other comments included:

- *Fantastic! Interesting and immediately useful*
- *Great presentation...provided real information I can use this afternoon*
- *Excellent presentation...he demonstrates what he says*

How to Register

Registration ends on February 28. You should register early as seating is limited. [Register online.](#)

More about the Workshop

On March 3, from 9:00-9:45, Larry will show how to: 1) Use “fear of public speaking” to become a better presenter; 2) Structure the presentation so it “Gets to the point;” 3) Conduct a “Murder Board” to hone speaking skills and anticipate questions and 4) Avoid “death by PowerPoint.” From 10:00 AM to Noon, Larry will show how to apply his S3P3 system to 1) Deliver effective and persuasive internal presentations when seeking approval for projects, funding, etc. and 2) “Win” public debates and panels when representing your agency.

More about Larry Tracy

Tracy has trained more than 2000 civil servants, Foreign Service Officers and military officers who have attended his “Presentation Skills in a Nutshell” workshops. He is the author of the widely-acclaimed book, *The Shortcut to Persuasive Presentations*.

Larry is cited in The Information Please Business Almanac as one of the top presentation coaches in the country. His website (www.tracy-presentation.com) is ranked number one on Google for “Persuasive Presentations.” His January 2005 speech to the National Speakers Association, “Taming Hostile Audiences,” was published in the March 1 “Vital Speeches of the Day,” along with speeches by President Bush and Fed Chairman Greenspan. The speech was then selected as the centerpiece of the July issue of “American Speaker,” the leading publication in the US for public speaking instruction, with Larry’s photo on the cover. The editor of that magazine, formerly the chief speechwriter in the White House, hailed the speech as *“exemplary... an outstanding speech teaching a number of invaluable lessons on how to give a winning performance to the most hostile of audiences.”*

The ability to make persuasive presentations is vital for advancement in the federal government, and a core competency for entry into the Senior Executive Service. Larry has first hand appreciation of the presentation challenges faced by federal employees. He is a retired Army colonel, with much of his “real world” speaking experience to demanding audiences acquired during his federal service. He was the senior intelligence briefer to the Chairman of the Joint Chiefs of Staff, and was subsequently assigned to the Office of the Secretary of Defense, where he was deeply involved in policy issues and spoke widely on these issues throughout the country. The State Department then requested him to be detailed to the

Department for the specific purpose of debating contentious issues to very skeptical, often antagonistic, audiences. At that time, no less an authority on communication skills than President Ronald Reagan described him as *"an extraordinarily effective speaker."*

Metro Directions

Take red line to Gallery Place and exit at 9th and G St, NW. Turn right as you leave the escalator and walk about two blocks to 801 9th St, NW.

Security

Please try to arrive a few minutes early. We will leave a list of registrants at the Security Desk.