

# Speaking Pro Course

Course Syllabus

*Written by:*



*Delivered by:*



*In partnership with:*

**Forbes** School of Business  
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ASHFORD UNIVERSITY\*

## *Speaking Pro*

### **Syllabus**

#### **Overview**

The Speaking Pro course is designed to help individuals overcome the fear of public speaking and create the self-confidence to achieve the desired results in personal and professional life. The course covers online speech therapy training, understanding how you sound to friends, colleagues, clients, strangers, and all other situations. It will focus on the varied situations such as chatting at the water cooler, presenting at a meeting, leading a conference or giving an elevator pitch.

#### **Prospective Market**

The Speaking Pro program provides step-by-step guidance to help take your voice from wherever it is now to where you want it to be. While Roger provides detailed insights and instructions for you during each lesson, this resource will further enhance your learning experience by providing:

- Content Overviews: Big picture lesson highlights so you can focus on noticeable growth, not notetaking.
- Supporting Bonuses: Relevant graphs, charts, or pictures that enable you to comprehend and view the lesson's content in a new form. Many students even tear these sheets out of the workbook and place them on their desks, refrigerators, or bathroom mirrors as a memory aid and reminder to apply their newfound skills during the day's communication events.
- Reflections Related to Each Lesson: Thought-provoking questions or exercises to help you better understand your voice, self, and goals.
- Related Growth Challenges: In order to help you get the absolute most from this program, look here for fresh ideas to apply each lesson's content to your day, environment, or objectives.
- Room for your notes: To help you keep all your notes and content from this program in one place, we've included extra space at the end of this document for you to record your own findings.

## **Course Author**

Roger Love is recognized as one of the world's leading authorities on voice. No other vocal coach in history has been more commercially successful in both the speaking and singing fields. He has vocally produced more than 150 million-unit sales worldwide, written 3 top selling books, created multiple bestselling video and online programs, and appeared as a regular in 4 major network TV shows.

Roger's clients include celebrities such as Will Ferrell, Reese Witherspoon, Jeff Bridges, Zoe Saldana, Steve Carell, Keira Knightly, Angelina Jolie and Joaquin Phoenix. Roger taught Bradley Cooper how to sing for the hit movie *A Star Is Born*. He was the vocal coach for the mega-hit TV show *GLEE*, and vocal coached the Academy Award winning films, *Walk The Line* and *Crazy Heart*. Roger is the President of Voiceplace, an interactive media company that specializes in voice-related content for educational and entertainment purposes.

Here are just a few of the singing stars and groups Roger has coached:

Selena Gomez, Gwen Stefani, Maroon 5, John Mayer, Eminem, The Beach Boys, The Jackson, Def Leppard, Poison, Tool, The Killers, Rob Thomas/Matchbox 20, Chicago, Natasha Bedingfield, Motley Crue, Toto, Iggy Pop, Earth, Wind & Fire, Luther Vandross, Smashing Pumpkins, Papa Roach, Mandy Moore, Wilson Phillips, Hanson, Carly Rae Jepsen, Robbie Robertson, Billy Idol, and Phish.

## **Course Learning Outcomes**

At the conclusion of the course, learners will be able to:

1. Introduce learners to the six areas of what it takes to create the Speaking Pro.
2. Recognize why the Speaking Pro is becoming an important approach for marketers of all sizes.

3. Introduce the Speaking Pro brand value proposition as the fuel for content marketing strategies.
4. Analyze how the six areas of what it takes to create the Speaking Pro content is replacing the imperfect voice.
5. Recognize the power of having the Speaking Pro to create an emotional connection.
6. Identify the value of creating audio and visual content (pre-recorded or live).
7. Compare and evaluate content videos.
8. Reference a proven framework for developing a foundational voice perfection plan.
9. Apply new content creation and sharing technologies like video storytelling, Twitter, and Vocal Exercises.

### **Course Assessment**

Learners will be required to complete a 10 multiple choice questions, score at least 80%, and complete all required activities to receive the certificate of completion.

### **Course Modules and Activities**

Theme	Modules
Course Introduction	<ul style="list-style-type: none"> <li>• Introduction to Roger Love</li> <li>• Syllabus</li> <li>• Guide</li> </ul>
Module 1: Welcome & Start Here & Speeches	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Start Here</li> </ul> <p>Reading:</p> <ul style="list-style-type: none"> <li>• In the Guide, Speaking Pro Executive Summaries, Speeches pp. 21-28</li> </ul>

	<ul style="list-style-type: none"> <li>• Vocal Exercises and Daily Warmups</li> <li>• Communicating Happy &amp; Grateful</li> <li>• Should You Be Funny?</li> <li>• Authenticity</li> <li>• Marking Up Your Script for Delivery</li> <li>• Creating Your Delivery Outline</li> <li>• Vocal Exercises &amp; Daily Warmups</li> </ul>
<p>Module 2: The Stage</p>	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Reading: <ul style="list-style-type: none"> <li>○ In the Guide, Speaking Pro Executive Summaries, Speeches pp. 30-51</li> </ul> </li> <li>• Vocal Exercises and Daily Warmups</li> <li>• Introduction to the Stage</li> <li>• Marking Your Territory</li> <li>• How To Move Onstage</li> <li>• Effective Sitting Onstage</li> <li>• A Winning Wardrobe</li> <li>• Onstage Time Management</li> <li>• Mastering Audience Participation</li> <li>• Using A Lectern Effectively</li> <li>• Microphone Management &amp; Voice Control</li> <li>• Props &amp; Materials Onstage</li> </ul>

<p>Module 3: Audio &amp; Video</p>	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Reading: <ul style="list-style-type: none"> <li>○ In the Guide, Speaking Pro Executive Summaries, Speeches pp. 53-59</li> </ul> </li> <li>• Vocal Exercises and Daily Warmups</li> <li>• Improve Your On-Camera Performance</li> <li>• Teleprompters</li> <li>• Skype &amp; Webcasts</li> <li>• Podcasting</li> </ul>
<p>Module 4: Interviews</p>	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Reading: <ul style="list-style-type: none"> <li>○ In the Guide, Speaking Pro Executive Summaries, Speeches pp. 61-65</li> </ul> </li> <li>• Vocal Exercises and Daily Warmups</li> <li>• How To Interview On Camera</li> <li>• Vocal Profile for the Interviewer</li> <li>• How To Be Interviewed On Camera</li> <li>• Vocal Profile for the Interviewee</li> </ul>
<p>Module 5: Networking</p>	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Reading: <ul style="list-style-type: none"> <li>○ In the Guide, Speaking Pro Executive Summaries, Speeches pp. 67-70</li> </ul> </li> <li>• Vocal Exercises and Daily Warmups</li> <li>• Strategies for Schmoozing</li> <li>• Vocal Profile for Schmoozing</li> <li>• Networking</li> </ul>
<p>Module 6: Mastering Meetings</p>	<ul style="list-style-type: none"> <li>• Module Introduction</li> <li>• Reading: <ul style="list-style-type: none"> <li>○ In the Guide, Speaking Pro Executive Summaries, Speeches pp. 72-81</li> </ul> </li> <li>• Vocal Exercises and Daily Warmups</li> <li>• Mastering Meetings</li> <li>• Vocal Strategies for Seated Boardroom</li> <li>• Meetings</li> </ul>

	<ul style="list-style-type: none"> <li>• Vocal Profiles for Seated Meetings: Leader, Mid-Level and Newbies.</li> <li>• The Handshake</li> <li>• One-on-One Communication</li> <li>• Great Work!</li> <li>• Closing Thoughts</li> </ul>
Course Summary	<ul style="list-style-type: none"> <li>• Next Steps</li> <li>• Assessment – 10 multiple choice questions based on the learning outcomes of the course</li> </ul>
Course Downloads	<ul style="list-style-type: none"> <li>• Speaking Pro Executive Summaries Guide (PDF)</li> </ul>

**Hours and articulation**

Learner hours for the course are as follows:

Module 1	2.5	Hours
Module 2	2	Hours
Module 3	3	Hours
Module 4	2.5	Hours
Module 5	2	Hours
Module 6	2	Hours
Course Summary and Assessment	1	Hour
<b>Total Course Hours:</b>	<b>15</b>	<b>hours</b>

