



**SUCCESSWORKS**

*presents:*

# Speakers Training Camp<sup>TM</sup>

## Instructor Certification Program

*Expert, hands-on training will prepare you to present dynamic workshops in the area of presentation skills and public speaking.*



**SUCCESSWORKS**

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Speakers  
Training Camp  
Instructor  
Certification Program

Both U.S. and International  
certifications are available

*The program will include:*

- Three-day workshop
- Instructor manual
- Participant manual
- Full license to present the workshop and copy the materials
- Hard copy of the workshop materials
- Videotaping
- Coaching the coach
- Individualized take-home DVD
- Tips for business success



*Become a Certified Instructor*  
SPEAKERS TRAINING CAMP



*A Personal Word  
from Sue Gaulke, Founder,  
Speakers Training Camp*

I am thrilled to be offering the Speakers Training Camp Certified Instructor Training Program. Since 1981 I have been developing and refining the Camp and training materials into the finest in the industry. Clients tell me over and over again that no other program compares to ours in terms of individual attention, simple and concrete instruction, and –best of all–results. I have stacks of thank-you letters from past attendees explaining how their attendance at the camp had an impact on their jobs and their comfort levels. This camp is a winner and is consistently top-rated.

It's a fun and easy program to deliver. Through years of audience research I have discovered what audiences love the most about presenters and what they like the least. I have based the entire program around my discoveries. This information is packaged into the training manual with a simple, easy-to-use format.

I've done all of the hard work for you. Now you can take the program and train others. I'm sure you'll enjoy the financial rewards, the freedom to be your own boss, and the glory of making a significant impact in the presentation skills of those you work with.

Whether you want to provide on-site training, public workshops, or individual consulting, you'll find that the Speakers Training Camp is a program people will request over and over again. By becoming a Certified Instructor, I will furnish you with state-of-the-art ideas, materials, and coaching methods which have been field-tested for over 20 years. I am personally committed to your success. Ongoing support is guaranteed. Deliver this very exciting program while you enjoy the independence of setting your own fees and designing your own schedule. You'll learn how to turn ordinary people into extraordinary presenters.

## Training Modules Include

- ◆ Captivate your audience
- ◆ Discover the 3 things audiences love most about presenters
- ◆ Cut preparation time in half
- ◆ Avoid the top ten terrible turn-offs
- ◆ Create a more dynamic style
- ◆ Learn the secrets of the “rivet factor”
- ◆ Utilize the art of charisma
- ◆ Make dull facts and figures come to life
- ◆ Mastering PowerPoint presentations
- ◆ Organize your thoughts using the Speakers Training Camp Presentation Planner
- ◆ Manage “sticky situations”
- ◆ Gather spellbinding material
- ◆ Apply 13 techniques for handling nervousness
- ◆ Enjoy giving presentations
- ◆ Encourage audience participation
- ◆ Use 15 professional techniques to become a memorable speaker
- ◆ Answer difficult questions with ease
- ◆ Plan for continuous success
- ◆ Identify strengths and weaknesses using the Applause Meter
- ◆ Coach for results

## Your Benefits

- ◆ Three information-packed days with hands-on practice
- ◆ Comprehensive manuals to use during the training and afterward
- ◆ State-of-the-art training provided by a recognized expert in the field of presentations and public speaking
- ◆ Step-by-step guidelines to coaching individuals and presenting the Speakers Training Camp materials
- ◆ A proven program that has been top-rated for over 20 years
- ◆ On-going support

## Who Should Attend

- ◆ Individuals interested in providing training and coaching in presentation skills and public speaking
- ◆ Corporate trainers interested in providing a workshop on presentation skills for their companies
- ◆ Military, government, educational trainers
- ◆ Organization and association specialists



## Workshop Schedule

DAY 1  
Speakers Training  
Camp Day 1

DAY 2  
Speakers Training  
Camp Day 2

DAY 3  
Coaching for  
maximum results

### Partial Client List

Procter & Gamble  
Bristol-Myers Squibb  
Hewlett-Packard  
Nike  
Lowe's  
Protocol School of Washington  
Westinghouse  
US Treasury Dept.  
Texaco  
Boeing  
Tektronix  
Kimberly Clark  
Caterpillar  
Sears Roebuck & Co  
Community Coffee  
US Air Force  
Intel Corp  
CBS Broadcasting  
Ritz-Carlton  
American Management Association  
British Airways  
Owens Corning  
S C Johnson Wax  
Oregon State Bar  
Blue Cross/Blue Shield  
AT&T  
Pitney Bowes  
US Coast Guard  
Health Partners  
Army Corp of Engineers  
Siemens Stromberg-Carlson  
Standard Insurance  
Bell and Howell  
University of Illinois  
General Dynamics  
Conrail  
Weyerhaeuser  
Bethlehem Steel  
AARP  
Pricewaterhouse Coopers  
CMC Steel Group  
University of Washington

## Sue Gaulke



Sue Gaulke is President of Successworks, Founder of the Speakers Training Camp, and author of "101 Ways to Captivate a Business Audience". She has delivered presentation skills training to top companies worldwide for over 20 years. She is known for her high-content, high-impact speaking: the ability to rivet the audience with humor and involvement while she packs the message full of powerful take-home ideas. Most importantly, she is famous for turning ordinary people into extraordinary presenters. The Speakers Training Camp is based on her extensive research with audiences, and has become famous for its unique approach to tackling the problems and fears many individuals encounter with speaking in front of groups. Clients enjoy her positive, honest, and encouraging coaching style. She makes speaking easy!

Before starting her own company Gaulke was Administrator of Motivation

Programs for General Dynamics in San Diego. She headed the Quality Circles Program for 10,000 employees and delivered public relations presentations throughout the country. She has an M.A. in Speech Pathology from the University of Kansas, and a B.S. from Penn State. Since 1998 she has been a staff trainer, delivering the Speakers Training Camp for the Protocol School of Washington. She is a member of the National Speakers Association, Toastmasters International, the American Society for Training and Development, and Meeting Professionals International. She has been awarded the EXCEL Award from the National Management Association for program excellence.

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