

SPEAK

5 Skills That Make People Listen

FACILITATOR GUIDE

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WELCOME

Thank you for leading SPEAK! This guide helps you facilitate the 5-session course effectively.

Your Role

You're not lecturing—you're facilitating discovery. The best sessions happen when students think, not just listen. Ask questions. Create space for discussion. Let them practice.

Session Structure (45-60 min)

SESSION FLOW

- Opening (5 min) — Welcome, recap, prayer if appropriate
- Teaching (15-20 min) — Present key concepts from the book
- Discussion (15-20 min) — Process through questions
- Practice (10-15 min) — Hands-on exercise
- Closing (5 min) — Summary, preview next week

SESSION-BY-SESSION NOTES

Session 1: CORE

Tips:

- Start by asking what makes a good communicator. List answers on board.
- The One-Sentence Test is key—spend time on it.
- Have students share their CORE statements and get feedback.

Watch For: Students may want to include too much. Help them ruthlessly focus on ONE message.

Session 2: CONCEPT

Tips:

- Use a physical demonstration of disorganized vs. organized information.
- Have students identify structures in speeches/presentations they know.
- The 'threes' concept is sticky—give lots of examples.

Watch For: Some students think more structure = boring. Show how structure creates clarity, not rigidity.

Session 3: CRAFT

Tips:

- Bring examples of vague vs. specific writing. Have them fix the vague ones.
- The Ruthless Edit exercise is powerful—do it live together.
- Read strong and weak openings aloud. Let them feel the difference.

Watch For: Editing own work is hard. Be encouraging while pushing for specificity.

Session 4: CHARACTER

Tips:

- Video recording exercise is essential—seeing yourself is powerful.
- Discuss the difference between confidence and arrogance carefully.
- Role-play scenarios where congruence breaks down.

Watch For: Some students may be self-conscious about video. Create a safe, encouraging environment.

Session 5: CURRENT

Tips:

- Ask about their social media habits—they're the experts here.
- The Platform Challenge is fun—do it as a group activity.

- Discuss AI-generated content and what makes human communication valuable.

Watch For: Balance honoring their digital fluency while teaching timeless principles.

HANDLING TOUGH SITUATIONS

Shy Students

Use pair-share before group discussion. Give advance notice of when you'll call on them. Celebrate small participation.

Dominant Students

Thank them for contributions, then explicitly invite others. 'Great point, Jordan. Let's hear from someone who hasn't shared yet.'

Resistant Students

Acknowledge their skepticism. 'I get that this might feel obvious. Let me show you why it's harder than it looks.' Then demonstrate with a challenge.