

SPEAK

5 Skills That Make People Listen

STUDENT WORKBOOK

Name: _____

SESSION 1: CORE — Know What You Want to Say

Key Takeaways

Write the main ideas from today's session:

1. _____
2. _____
3. _____

Reflection Questions

1. What makes some speakers captivating and others boring?

2. When have you communicated something unclear? What happened?

3. Why is knowing your audience so important?

This Week's Challenge

Complete the CORE Worksheet for a real communication challenge you're facing this week.

Notes: _____

SESSION 2: CONCEPT — Organize Your Ideas

Key Takeaways

Write the main ideas from today's session:

1. _____
2. _____
3. _____

Reflection Questions

1. Why does the brain like patterns and threes?

2. When have you heard a confusing presentation? What was wrong?

3. How do stories make information more memorable?

This Week's Challenge

Take your CORE from last week and organize it using one of the structures learned today.

Notes: _____

SESSION 3: CRAFT — Choose Words That Land

Key Takeaways

Write the main ideas from today's session:

1. _____
2. _____
3. _____

Reflection Questions

1. What words do you overuse? (very, really, like, stuff)

2. Why does specificity build credibility?

3. What makes a strong opening vs. a weak one?

This Week's Challenge

Take a piece of your own writing and do the Ruthless Edit exercise.

Notes: _____

SESSION 4: CHARACTER — Be Someone Worth Hearing

Key Takeaways

Write the main ideas from today's session:

1. _____
2. _____
3. _____

Reflection Questions

1. Who do you trust as a communicator? Why?

2. What's the difference between confidence and arrogance?

3. Have you ever sensed someone was being fake? How did you know?

This Week's Challenge

Record yourself giving a 2-minute talk. Watch and assess on the six dimensions.

Notes: _____

SESSION 5: CURRENT — Adapt to Today's World

Key Takeaways

Write the main ideas from today's session:

1. _____
2. _____
3. _____

Reflection Questions

1. How long before you scroll past content that doesn't grab you?

2. What makes you stop and pay attention online?

3. How does your communication differ on different platforms?

This Week's Challenge

The Platform Challenge: Take one message and compress it from 200 words to 50 to 15.

Notes: _____

5-Cs SELF-ASSESSMENT

Rate yourself 1-5 (1=needs work, 5=strength) before and after the course:

CORE: I know what I want to say before I speak

Before: ____ After: ____

CONCEPT: I organize ideas so people can follow

Before: ____ After: ____

CRAFT: I choose specific, powerful words

Before: ____ After: ____

CHARACTER: I come across as credible and confident

Before: ____ After: ____

CURRENT: I adapt my communication to different platforms

Before: ____ After: ____

MY COMMUNICATION COMMITMENT

Having completed the SPEAK course, I commit to:

1. _____
2. _____
3. _____

Signature: _____ Date: _____