



mission:momentum

Welcome!



mission:momentum

“Speaking Essentials”
Presenter: Michele Cushatt
Host: Elisa Morgan

How the webinar format works:

- Ask a question – you’ll be anonymous.
- Offer a comment – you have great ideas to share.
- Answer polls – so we all know each other better.
- Format:
 - 30 minutes of presentation and interaction with Elisa and Michele.
 - 20 minutes of Q & A and comments.



- Host: Elisa Morgan (elisamorgan.com)
- Publisher, *FullFill* (fullfill.org)
- BS, Mdiv
- Author, Speaker - *She Did What She Could* (sdwsc.com)
- President Emerita, MOPS International (mops.org)

Michele Cushatt

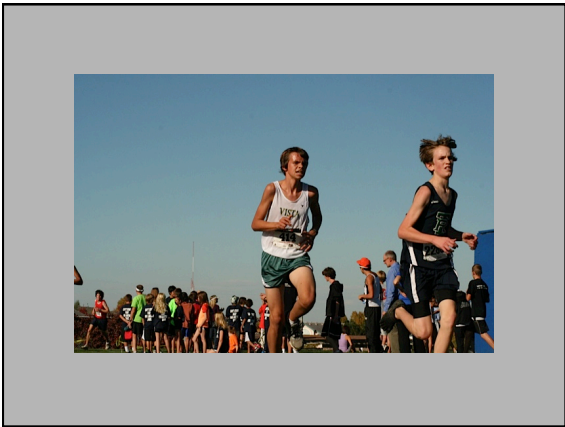
- Guest: Michele Cushatt (michelecushatt.com)
- Presenter, Emcee, & Master Communication Coach, DCI Conferences (DynamicCommunicators.com)
- Author, Zondervan, 2015 and 2016
- Host, *Get Published* with Michael Hyatt





michelecushatt.com

Speaking Essentials
How to Create and Deliver
Messages With Impact



Poll #1: Think of a speaker you admire. What makes him or her an excellent communicator? (Pick one answer.)

- a) Confidence
- b) Storytelling
- c) Knowledge/education
- d) Passion
- e) Clarity of message

The Anchors of Your Message



The Anchors of Your Message

- Your Purpose

The Anchors of Your Message: Your Purpose



Poll #2: How much time do you typically spend preparing one message? (Pick one answer.)

- a) I don't prepare. I prefer to wing it.
- b) 0 - 5 hours
- c) 6 - 10 hours
- d) The length of my firstborn's life. He's 13.

The Anchors of Your Message

- Your Purpose
- Your Audience

The Anchors of Your Message: Your Audience



The Anchors of Your Message

“If the evangelical Christian leadership thinks that ‘cool Christianity’ is a sustainable path forward, they are severely mistaken. As a twenty-something, I can say with confidence that when it comes to church, we don’t want cool as much as we want real.”

—Brett McCracken

The Anchors of Your Message

- Your Purpose
- Your Audience
- **Your Voice**

The Anchors of Your Message:
Your Voice



The Anchors of Your Message

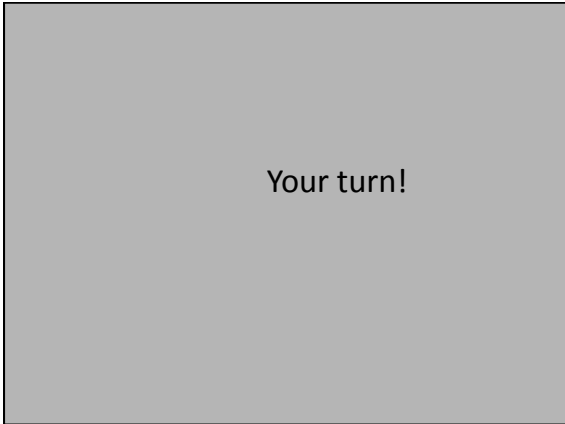
*You did not choose me,
But I chose you
And appointed you
so that you might go and bear fruit
—fruit that will last.
John 15:16*

Poll #3: Which of these 3 anchors do you need to focus on most? (Pick one answer.)

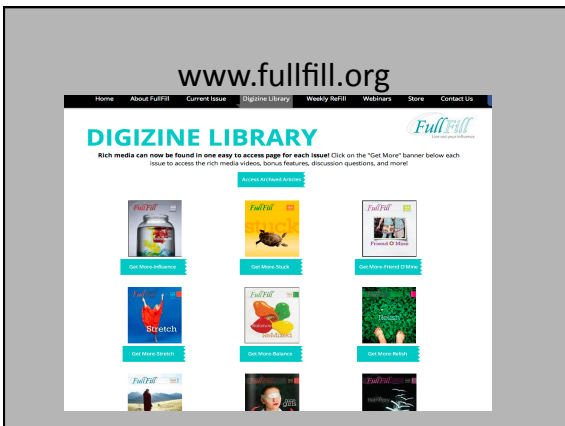
- a) Purpose
- b) Audience
- c) Voice
- d) All three



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www.fullfill.org - HerStory Issue



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- *Secrets of Dynamic Communication*, by Ken Davis
- *Platform: Get Noticed in a Noisy World*, by Michael Hyatt



2013 Webinars

- September 18: "Refuse to Do Nothing: How to be an Every Day Advocate for Social Justice" Shayne Moore and Kimberly McOwen Yim, Advocates and Co-Authors, *Refuse to Do Nothing*

- October 16: "Leader Friends: How Women Leaders Can Connect Meaningfully" Tracey Bianchi, Pastor Christ Church, Oakbrook, IL, Speaker and Author, *Mom Connection* and *Green Mama*
- November 13: "Half the Church, Half the World: Essentials for Women Leaders" Carolyn Custis James, President of Whitby Forum, Speaker and Author, *Half the Church*

Webinar Packages

- 10 webinars (3 live, 7 recorded) \$75
- \$10 each webinar, live or recorded

September 18
"Refuse to do Nothing: How to be an
Everyday Advocate for Social Justice"

Shayne Moore Kimberly Owen Yim