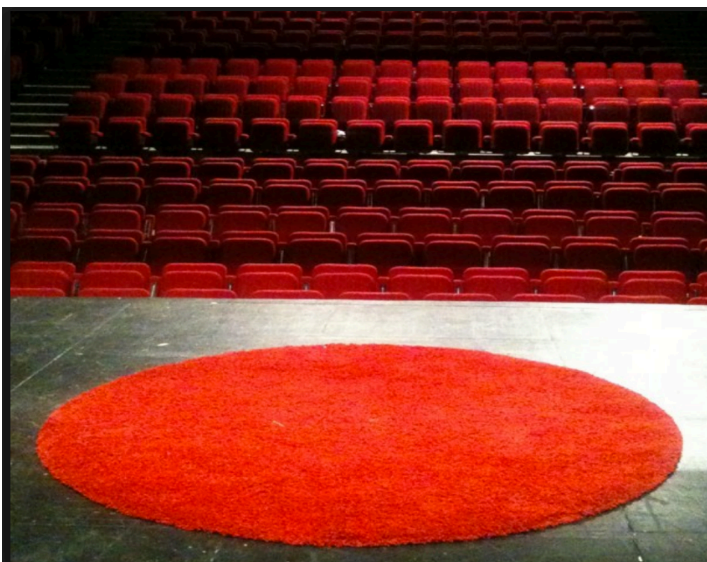


GIRLVOICE™
MEETS



Speaker Development Program

An integrated program to help you find your idea worth spreading and craft a signature talk

About the Program

OVERVIEW

Public speaking and thought leadership coaching is about your voice, but it's also about you as a whole person: your values, goals, work, balance, fulfillment, and sense of purpose. We work with highly motivated, highly qualified people who are willing to dive into the creative sandbox with us and invest the time it takes to develop a talk worth sharing.

The Speaker Development Program is designed to help you find your idea worth spreading, refine it, and create a plan for getting in front of an audience. Leading you through an organic process, we bring a highly personalized approach to your development as a speaker.

Our general approach, as coaches, is threefold:

1. to be intentionally focused on providing access to possibility in achieving your goals
2. to guide you to your own insights and help you achieve clarity about your ideas
3. to show you how to bring those ideas into public discourse through the speaking engagements you decide to target

- The Speaker Development Program is an integrated program comprised of 6 sessions
- The first session is 90 minutes; the following 5 sessions are 60 minutes each
- During the sessions, we engage in exercises designed to help you craft your idea, walk you through the process of a typical submission, and help you flesh out a possible structure for your talk
- At the end of each session, we co-design action steps (including writing) to be completed before the next session takes place
- Between sessions, we invite you to send us draft material for review

You will walk away with:

- A speaker bio
- Topic description(s)
- A possible structure and outline for one of your topics
- A first draft of a possible talk
- A list of speaking opportunities that serve your goals
- At least 1 completed pitch (or application, if TEDx) to speak

Praise from Past Speakers

"For many years, I have considered myself an effective speaker, but Deborah has taken me to the next level. I always knew about the importance of connecting with my audience, but it was something I could only hope would happen; now I know how I can make it happen every time. Deborah has helped me step out of my comfort zone and into a space where I can afford to be vulnerable and intimately connected with my audience. Thanks to her coaching, I have been able to integrate my narrative and its rendition in strong synergy. I am looking forward to my next speaking engagement so I may continue to apply what I have learned from her. Extraordinary handholding in the process of dealing with the stress of delivering a 100% memorized talk (no notes) in front of a live audience."

–Guillermo Vasquez de Velasco, Dean and Professor of Art, Media, and Design in the College of Liberal Arts and Social Sciences, DePaul University, TEDx Speaker

"Words cannot express how grateful we are for your involvement with TEDx. Your coaching and mentorship with the speakers was invaluable. We appreciate it so much!"

–TEDx Organizers

"TEDx is done, and I often think back on it as one of the highlights of my career....I showed up, revealed my heart, and left it all on the stage. It was a momentous moment and in great part due to you issuing me the challenge to be brave."

–Dorothy Griggs, Author/Publisher, TEDx Speaker

"By interacting with Deborah, I was able to realize I had so much more to say than I was saying. I saw how I was holding back and playing it safe. Trained in interpersonal coaching, she is deft at reading a person and knowing what level of feedback, direction and guidance they can handle and integrate. She hits the right notes and the right balance and leaves you wondering what else she would say if you let her. You get very curious about how her mind works. Her soft style and flexibility and hint of impish fun give you the time and space to figure out how to enact her notes in your own way and process them in your own voice. In the end, it is your own words, only better for having workshopped and crafted them by working with her. My talk was not only a major hit, but it was fun to deliver and got rave reviews. Deborah was the key reason I was able to get to the right place for me with that speech and that experience. I consider her a brilliant thought partner and trusted advisor who helps others put their best public selves forward."

–Katy Hansell, Coach, TEDx Speaker

About Your Coaches

Deborah Siegel, PhD ACC established GIRL MEETS VOICE, INC. to help lift the voices of those with needed messages and the desire to be heard. She brings to this work a background in narrative studies and a special interest in amplifying underrepresented voices in public spaces. After more than a decade as a content consultant for social enterprise and nonprofit organizations in New York City, Deborah trained and became a certified coach through the International Coach Federation. She currently works with leaders, experts, writers, and some of the nation's most innovative thinkers, helping those with powerful insights put their best public selves forward in the service of their brightest ideas. She has been hired by multiple TEDx events to coach their speakers.

Mentor, champion, and guide, Deborah herself is a TEDx speaker and the author of two books. Her work has been featured in venues including The New York Times, The Washington Post, The Guardian, CNN.com, Slate, The Huffington Post, Ms., and Psychology Today. National media appearances include The Today Show, Good Morning America Radio, and The Wendy Williams Experience. A dynamic speaker with a personal approach, Siegel delivers keynotes and teaches workshops nationwide.

Deborah is currently a Visiting Scholar at Northwestern University and a Senior Facilitator for The OpEd Project. Learn more at www.girlmeetsvoice.com (coaching site) and www.deborahsiegelphd.com (author site).

Shawna Franks is a professional actor as well as a public speaking and acting coach. Her method is rooted in an organic process, drawing from an alchemy of techniques gleaned during her many years of acting and vocal coaching for the theatre. She currently works with TEDx speakers, live lit performers, and both seasoned and first-time keynoters and presenters, helping speakers show up, reveal what's inside them, and put it all on the stage. Through a five-step process involving Intention, Emotional Truth, Breath, Effective Speaking, and Memorization, Shawna guides clients to deliver some of the most confident, powerful, authentic public speaking and storytelling of their lives.

Shawna is Managing Director of Facility Theater. Her acting credentials include the leading role in Grand Concourse at Steppenwolf Theatre. A graduate of The Theatre School at DePaul University in Chicago, where she began her acting career, Shawna originated the role of Dottie in Killer Joe by Tony Award and Pulitzer Prize winning playwright Tracy Letts. She performed this role at The Traverse Theatre in Edinburgh, The Bush Theatre in London, and The Vaudeville Theatre on London's West End and has also appeared in various productions in Dublin, Los Angeles and New York City. Shawna is the founding Artistic Director of Space 55 Theatre in Phoenix, Arizona. Shawna was nominated for The Governor's Arts Award in Phoenix. She is currently Managing Director of Facility Theater (www.facilitytheater.org), a collective that invites audiences to a re-imagining of rarely seen works and original plays.

Coaching Rates, Policies, and Practices

SPEAKER DEVELOPMENT PACKAGE

This Package, includes 6 coaching sessions as detailed below, plus additional features:

- **1 Discovery Session** arranged at your convenience (**90 minutes**)
- **5 Regular Coaching Sessions** arranged at your convenience, ideally scheduled every other week (**1 hour each**)
- **Editorial Review**, in which either I read your work in between our live coaching sessions. I share and process big-picture thoughts with you at our next live session and send written edits over email ahead of time.
- **Spot Coaching and Emails** on submission protocols, process, and other brief questions. I make every effort to respond to all such communications within 24 hours after I receive your query.
- **Access to Password-Protected Webpage** containing regularly updated resources regarding best practices

Fee: \$4,200 [Special 20% for individuals and nonprofits: \$3,360]

I accept payment in two installments of \$2,100 / **\$1,680**. The first installment is due upon signing and the second is due at the midway point.

At the end of your Speaker Development Package, you may decide to pursue coaching through our Speaker Booster Package.

SPEAKER BOOSTER PACKAGE

Our Booster Package is only available to those who have completed a Speaker Development Package and is renewable. It includes:

- **2 Regular Coaching Sessions** (with either Deborah or Shawna, depending on whether you wish to focus on content or delivery)
- **Editorial Review** between sessions
- **Spot Coaching and Emails** (as above)
- **Access to Password-Protected Webpage**

Fee: \$1,250 / **\$990** (due in full at the start)

FAQ's

Q: If becoming a TEDx speaker is my primary goal, can you guarantee that I'll land myself an opportunity to speak at a TEDx event?

A: If delivering a TEDx talk is one of your aspirations, we will teach you the process of applying to a typical TEDx event and the process of writing a TEDx-like draft. We can guarantee that you'll know what to do, but ultimately your acceptance to an event is up to TEDx, the universe, and you.

Q: Will you draft my talk for me?

A: We will not draft your talk. Instead, we will help pull a draft out of you. We will then edit your draft, providing comments intended to teach you what's needed to take your draft from a draft to a stage.

Q: Are you available for spot coaching via email in between sessions?

A: Spot coaching via email on quick questions is included in the package. While some questions related to the protocol for submitting a TEDx application may seem simple, there are not always simple yes or no answers. As a policy, we prefer to answer more complex questions during our coaching sessions, to allow for greater learning and exchange.

Any additional questions? Email us!

WE LOOK FORWARD TO COLLABORATING WITH YOU!