

SYLLABUS: CERTIFIED PUBLIC SPEAKER (CPS)

Program Coordinator: Richard Wilson
Location: 100% Online
Examination Dates: First Wednesday of each Month

Email: Team@BusinessTraining.com
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Time: Self-Paced Program

PROGRAM AIM: To provide participants with the fundamentals of public speaking along with best practices, mistakes to avoid, and strategies on how to either use public speaking to build a career, business, or to make a living from public speaking itself.

LEARNING OBJECTIVES OF THE CPS

- Strategies to get hired as a public speaker for conferences, seminars, workshops, etc.
- How to plan your talk, practices, and prepare to deliver powerful speeches?
- Structuring your talk to provide maximum value and engagement
- Leverage your talk to create various forms of media such as podcast episodes, whitepapers, blog posts, LinkedIn updates, and books.
- How to use public speaking as a tool to attract new clients or to help make sales
- Positioning your expertise through public speaking
- How to attract offers to speak at industry leading conferences in your field

PROGRAM REQUIREMENTS:

Self-Management: The Certified Public Speaker (CPS) program is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CPS course is laid out in the study guide. This project is worth 50% of the CPS grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the CPS is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Examination: Examinations are offered annually on January 10th, February 10th, March 10th, April 10th, May 10th, June 10th, July 10th, August 10th, September 10th, October 10th, November 10th, and December 10th. After registering for the ABC, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

Please note that your exam date request must be received at least 2 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 27th. You can send your completed project and date request to the email address above.

REQUIRED TEXTS: All of these books are available online and in most bookstores. Amazon.com carries all of the required texts below:

No Sweat Public Speaking! How to Develop, Practice, and Deliver a Knock Your Socks Off Presentation! *By Fred E. Miller* ISBN#: 978-0984396702

Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds *by Carmine Gallo*
ISBN#978-1250041128

REQUIRED TOOLS: Internet access and an Internet browser are required to take the online exam. (Internet Explorer and Firefox work best, though most browsers should suffice.)

Strategic Project: (100 pts) – Instructions are provided in the CPS Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

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