

Commitment to Service

In Preparation, I Will...

- Be available to discuss plans for my speech/seminar/workshop.
- Know what your organization does and why it does it.
- Know why I am there and have a specific plan to accomplish your goals for my presentation.
- Know the theme of your meeting and relate my presentation to it.
- Know why your employees/members would want to hear what I have to say on this topic.
- Coordinate with other speakers/presenters or the speakers bureau to assume your goals are met.
- Notify you in advance of my travel itinerary.

On-Site, I Will...

- Notify you when I arrive on site and contact you immediately should any serious delays occur.
- Be accessible to you from the time I arrive until I leave.
- Tell you the truth 100 percent of the time
- Retire early the night before my speech/seminar/workshop.
- Be reasonable and considerate in my use of room charges and incidental expenses
- Be in the meeting room for a sound check at least 45 minutes before I speak/present.
- Coordinate with the set-up crew and other speakers/presenters to make sure my needs fit your overall needs.

- Stay out of the way until it is my turn to speak.
- Study your audience and the other speakers/presenters to align my message with them
- Be dressed appropriately, always one step more formal or business-like than the audience.
- Provide an easy, brief introduction and be available to coach my introducer.
- Make suggestions to the crew as to how to maximize audience impact through the creative use of lights, sound or staging.
- Be in the room, seated and visible to you even before my introduction begins.

During My Presentation, I Will...

- Walk on stage cheerfully and open my speech/seminar/workshop with energy and purpose.
- Never use off-color language or material
- Interact constantly with the audience and involved them through questions, a show of hands, eye contact and exercises as appropriate.
- Present well-researched, profound and thought-provoking information.
- Use stories and humor liberally.
- React maturely, good-naturedly and flexibly to any problems that may arise. This includes: audio-visuals, lights, sounds, emergencies, etc.
- Never be rude to an audience member.
- Allow for questions and comments from the audience during my presentation.
- * Summarize my key points and give ways to remember them.
- * Relate my points to your organization and people.

- Never abuse my assignment by turning my speech into a sales pitch.
- Only offer my books or other learning materials if approved or requested in advance.
- Stick to my time frame and adjust if needed.

After My Presentation, I Will...

- Stay around after my speech/seminar/workshop briefly to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Itemize my expenses and bill you promptly after the program.
- Provide receipts as requested in advance
- Promptly fill orders for my products.
- Send a copy of my newsletter to each audience member as follow-up, if desired.
- Discuss with you strategies to continue the impact of my message during follow-up.
- Never disclose any sensitive information about your organization.
- Be willing to accept personal phone calls to follow up on the speech from individual audience members or executives.

In Summary...

- I will deliver an exceptionally good presentation in a highly professional manner.

Modified and adapted with permission from Jim Cathcart

**John
Bennett**



Helping You Lead the Edge of Change