

Learn to Tell it Like a TOPGUN by Engineering the Talk®

The Situation

We became the dominant species on our planet through powerful storytelling.

For the first 250,000 years as homo sapiens, we were an indifferent species on the planet. Then, about 50,000 years ago, something magical happened – we learned how to tell powerful stories about our past and compelling narratives about a future that didn't yet exist. With this new form of language, we were able to coordinate hunting parties that overcame saber-tooth tigers and woolly mammoths; produce billions of followers through religious sermons; grow the Incan Empire to ten million strong without a written language; produce scores of listeners to hear Martin Luther King speak in a world devoid of social media. Therefore, we claim that learning to speak more powerfully is one of the most essential of all human skills. With that in mind, we have created a learning program built upon a proven method designed to overcome even the most egotistical and skeptical audience (akin to a room full of "Mavericks" as seen in the now famous 1980s movie TOPGUN).

Intended Outcome

The ability to design, craft, rehearse and deliver more confident and compelling presentations.

Our founder and instructor has successfully used this method for audiences from six to six thousand; military and civilian; on four continents; on topics ranging from apprentice to master's degree credit eligible.

Overview of the Training Modules

- ✓ Revealing a **five-step design method** for all presentations – from informative to product sales.
- ✓ Employing **Freitag's Pyramid** to better organize your presentation.
- ✓ Preparing more effectively **three key components** of every talk.
- ✓ Practicing the U.S. Navy TOPGUN school's **"Murder Board"** process to more effectively rehearse your talk.

Workshop Specifics

- Date: **Friday, March 27, 2020**
- Time: **2:00pm – 7:00pm (includes networking dinner)**
- Location: **Tower Club, Tyson's Corner, Vienna, Virginia**
- Investment: **\$400**
- To Register: <http://TellItLikeaTopgunva.eventbrite.com>

Founder / Educator



Jeff Goldfinger

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- ◆ American Red Cross Instructor Trainer
- ◆ Community College Adjunct Professor
- ◆ Naval Strike Warfare Center & Naval Postgraduate School Instructor
- ◆ Instructional Systems Design
- ◆ Internationally recognized public speaker
- ◆ Veteran, Naval Flight Officer
- ◆ Commercial pilot SEL, instrument rating

Proven Instructional Technique

- ***"Amazing instructor. Brilliant and engaging."* – Senior U.S. Army Civil Servant (GS-15)**
- ***"Excellent course. Well worth the time."* – Director of Sales**
- ***"Should be required course for all project leads!"* – Program Manager**