



# MOTIVATIONAL SPEAKER CERTIFICATE

## PROFESSOR

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Terri Singleton holds a Master's in Technology, Innovation & Education from Harvard Graduate School of Education. She has been a school educator, senior education specialist learning coach, and corporate and on-camera trainer. Terri is a trained actress, improviser, voice artist and salsa dancer. Conveying emotion and connecting with an audience is both her specialty and a passion.

## CONTACT INFORMATION

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## ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing [info@lakewood.edu](mailto:info@lakewood.edu)

## BOOKS AND RESOURCES

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Greatness is Upon You, 2015  
Psychology of Success, 2020

## EVALUATION METHOD

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Graded work will receive a numeric score reflecting the quality of performance.  
Course Requirement Summary

- Assignments - Total of 600 Points
- Tests – Total of 300 Points
- Forums – 320 Points
- Final Writing Project - 150 Points
- Final Exam – 50 Points

## GRADING SCALE

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Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 1420. To determine the final grade, the student's earned points are divided by 1420.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)  
B = (80% - 89%)  
C = (70% - 79%)  
D = (60% - 69%)  
F &lt; (Below 60%)

## ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

## DISABILITY ACCOMMODATIONS

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Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: [disabilityservices@lakewood.edu](mailto:disabilityservices@lakewood.edu)

## SUPPLEMENTAL TEXTS

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You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- [https://www.mylakewoodu.com/pluginfile.php/118179/mod\\_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf](https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf)

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

## LIBRARY

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Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

## SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
info@lakewood.edu  
studentservices@lakewood.edu

## CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
careerservices@lakewood.edu

## LESSONS

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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none"><li>Selecting Speaking topics- What's relevant? What interests you? What are you passionate about? Topics that you connect with on a visceral level are the ones you can best present.</li></ul>	Read Syllabus Read Chapters 1-4 Power Points Complete Assignment "The art of persuasion" Complete Forum "Planning for the speech" Test Chapters 1-4 Lesson Evaluation		Objective 1
Lesson #2	<ul style="list-style-type: none"><li>Develop your area of expertise-Once you've settled on a field of interest, take the time to learn all there is to know about the subjects you've chosen. You don't have to reinvent the wheel so, do your research thoroughly.</li></ul>	Read Chapter 5-6 Read pages 1-40 – ET book Power Point Complete Assignment "Selecting a topic" Complete Forum "Explain your speech" Test Chapter 5 & 6 Lesson Evaluation		Objective 2
Lesson #3	<ul style="list-style-type: none"><li>Create Speech Titles- What catches your eye and grabs your attention? If a topic heading doesn't make</li></ul>	Read pages 41-100 – ET book Power Point Complete Assignment "Catch my attention"		Objective 1

you take a second glance, your public won't be interested either. Think about how news items are identified. Television and print news are good sources to determine how your speech titles can grab the public's attention.

Complete Forum "The wedding speech"  
ET Quiz  
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #4

- Check out your competition-You want to become a motivational speaker because you've seen and heard others do it at a Masters' level. Study them, don't copy them. Learn how they do what they do and why they do it the way they do.

Read Chapters 7-10  
Power Points  
Complete Forum "Analyzing the others"  
Complete Assignment "Evaluate a speech"  
Test Chapter 7-10  
Lesson Evaluation

Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #5

- Identify your benefits-Why should someone listen to what you have to say on any given topic? What level of mastery do you bring to the field? Of all the countless speakers on the scene, what are you bringing to the table that's different?

Read pages 101-150 – ET Book  
Power Points  
Complete Forum "Why you?"  
Complete Assignment "Presenting your benefits"  
Bible Quiz  
Lesson Evaluation

Objective 3

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #6

- Know your target audience- Demographics are key. Knowing who you're talking to, their interests likes dislikes, who they are. Knowing these key elements is the most critical information you can have.

Read Chapter 11 & 12  
Complete Forum "The audience"  
Power Points  
Complete Assignment "Researching the listeners"  
Test Chapter 11 & 12  
Lesson Evaluation

Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
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Lesson #7

- Speaking Skills- Seven critical points targeting Motivational speaking success- Purpose-Plan-Principles- Platform-Product-Price-Profit

Watch TED Talk  
Complete Forum "Analyzing TED"  
Complete Assignment "Researching the research"  
Power Points  
Speech Quiz  
Lesson Evaluation

Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #8	<ul style="list-style-type: none"> <li>Traits of a Good Speaker-Presentation, knowledgebase, familiarity with the audience. Each one of these elements must be mastered if you're going to be a Good Public Speaker.</li> </ul>	Read End of ET Book Power Points Complete Forum "Traits of a speaker" Complete Assignment "Follow-through" Test Chapters ET Book Lesson Evaluation		Objective 1 Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #9	<ul style="list-style-type: none"> <li>How to Improve your skills- Practice, practice, practice. We call it "getting your reps in." Watch your tape, be critical of your performance. Allow others to critique you and never get comfortable. Stay in front of the crown to become accustomed to the feeling. Stay focused no matter what. If you can't speak off the cuff, extemporaneously, don't do it until you're comfortable enough in your skillset to start branching out. Rome wasn't built in a day, and neither will your motivational career.</li> </ul>	Read Assigned Article Power Points Complete Forum "Improving you" Complete Assignment "Skills Assessment" Lesson Evaluation		Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #10	<ul style="list-style-type: none"> <li>Who hires speakers?- Corporations, Government/Military, Non-Profit organizations, Church and, faith- based organizations, Colleges, and Universities, Education centers(K-12)</li> <li>The key to success is learning yours and getting connected to it.</li> </ul>	Watch ET Video Power Point Complete Forum "Your goals" Complete Assignment "Marketing plan" Quiz Lesson Evaluation		Objective 9

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #11	<ul style="list-style-type: none"> <li>A Potential Employer's Greatest Fear- What do you think that is? Not getting their money's worth. Employers connect with you because they're looking to increase their bottom line. The worst thing you can do is under-deliver and leave them the same way you</li> </ul>	Read Assigned Article Complete Forum "The bottom line" Complete Assignment "Listening to the client" Complete Assignment "Looking beyond" Lesson Evaluation		Objective 8

found them. Make an impact that can be felt in the atmosphere and on the bottom line.

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Lesson #12	<ul style="list-style-type: none"><li>Producing demo material- Your introduction to a prospective employer is the first and only chance you have to make a lasting impression. Having a professional demo to present vs. one shot in your car, in the bathroom, or even in your bedroom mirror can be the difference between a paid engagement and a pass.</li></ul>	Read The Outline Complete Forum "Outlining the speech" Complete Assignment "Your outline for employers" Lesson Evaluation		Objective 4

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<b>TITLE</b>	<b>COURSE TOPIC</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson #13	<ul style="list-style-type: none"><li>Preparing proposals &amp; Rates of Pay- Pay scales are based on several factors. The most common are the market you're seeking to enter, what it can support, your experience, the quality of your marketing materials, any expertise you have in the way of degrees, certificates or, recognized content you have created for the field, and finally, whether you are considered an authority in the field through television/radio appearances, authored material relevant to the field. Your proposal should take each of these points into consideration when approaching your client with your preferred rate of pay.</li></ul>	Read Financial Analysis Article Complete Forum "Your worth" Complete Assignment "Invoicing and quotes" Reading Quiz Lesson Evaluation		Objective 9 Objective 1

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<b>TITLE</b>	<b>COURSE TOPIC</b>	<b>READINGS/ASSIGNMENTS</b>	<b>DUE</b>	<b>OBJECTIVES</b>
Lesson #14	<ul style="list-style-type: none"><li>Types of Employers- Each category listed has a dedicated R&amp;D team dedicated to finding ways to motivate their teams. Those R&amp;D team members use every medium available to them to secure the</li></ul>	Read Harvard Business Review Complete Forum "Servant Leadership" Complete assignment "Researching what?" Lesson Evaluation		Objective 5

appropriate individuals/ organizations tasked with increasing productivity. The various avenues they pursue to fill these goals are your products, testimonials, recommendations, referrals, following up, social media, the work of your agent, or a speaker's bureau.

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #15	<ul style="list-style-type: none"> <li>Being Successful on the job- What else can I do?- Speak wherever and whenever you can.-Churches, synagogues, mosques, sporting events, schools, juvenile detention centers. Anywhere and everywhere. Don't be afraid to speak for free. Establishing a name for yourself in this space is essential.</li> </ul>	Complete Assignment "Success defined" Complete Forum "Who to listen to" Complete Quiz Lesson Evaluation		Objective 8

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #16	<ul style="list-style-type: none"> <li>Sell Products- To sell products, you need to have a marketing plan in place that includes branding. Designing a logo that encapsulates everything, there is to know about who you are and what you do is the second most crucial focus point after skillset.</li> </ul>	Complete Forum "Closing thoughts" Complete Assignment "Final Project" Submit the Marketing Plan Lesson Evaluation		Objective 9

## DESCRIPTION

Among many things, we will use a combination of instructional videos, written content, live simulation experiences and web chats to teach students how to develop/create their own Brand, Bio, resume', videos of them speaking publicly, a website, social media pages dedicated to their public speaking career, a YouTube page, an Electronic Press Kit (EPK) and while not mandated, creating a podcast and or, a blog/vlog would help to deepen their impression within the medium.

### Program Objectives

1. Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion
2. Select and develop topics for speeches
3. Use presentation aids to enhance your speeches
4. Outline your speeches in a logical and thorough fashion
5. Conduct meaningful research on a variety of topics
6. Analyze your audience and design speeches to reflect your analysis

7. Evaluate speeches based on a variety of verbal and non-verbal criteria 8. Listen effectively, regardless of your interest in the subject matter
8. Developing a marketing plan

## OBJECTIVES

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5. Conduct meaningful research on a variety of topics
6. Analyze your audience and design speeches to reflect your analysis
7. Evaluate speeches based on a variety of verbal and non-verbal criteria 8. Listen effectively, regardless of your interest in the subject matter
8. Developing a marketing plan