

*Here is what I will do when I speak for you.*

## “My Service Commitment” by Jim Cathcart, CSP, CPAE

### **IN PREPARATION, I WILL**

- Be available to discuss plans for my speech.
- 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 people would want to hear what I have to say on this topic.
- Coordinate with other speakers or the speakers bureau to assure 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% of the time.**
- Retire early the night before my speech.
- Be reasonable and considerate in my use of room charges and incidental expenses.
- Be in the meeting room for a sound check at least one hour before I speak.
- Coordinate with the set-up crew and other presenters to make sure my needs fit overall needs.
- Stay out of the way until it is my turn to speak.
- Study your audience and the other speakers 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 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 with energy and purpose.
- Never use off-color language or material.
- Interact constantly with the audience and involve them through questions, a show of hands, eye contact and exercises as appropriate.
- Present well-researched, profound information.
- Use stories and humor liberally.
- Use appropriate slides and audio clips or video clips to enhance the look, feel and impact of my speech.

- React maturely, good-naturedly and flexibly to any problems that 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 points and give ways to remember my key points.
- Relate my points to your organization and people.
- Never abuse my assignment by turning my speech into a sales pitch.
- Only offer my books and tapes 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 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 speech.
- Provide receipts as needed.
- Promptly fill any orders for my products.
- Send a copy of my slides via email for distribution to audience members as a follow-up
- 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.

©1999, 2006 Jim Cathcart, CSP, CPAE

Cathcart Institute

800-222-4883

[info@cathcart.com](mailto:info@cathcart.com)

[www.cathcart.com](http://www.cathcart.com)