

Keynote Address: **BULLY PULPITS**  
***Speaking Secrets of World Famous Leaders***

**TOPIC: Leadership Communications**

LENGTH: From 30 minutes to 3 hour keynote address

TJ Walker will entertain, educate and inspire your audience by showing brief video clips of world famous speakers. Then, he analyzes exactly what the speaker is doing well in order to connect and communicate with the audience. This keynote address takes your audience behind the scenes to see exactly how famous leaders communicate effectively. Walker shares the same analysis with the audience that he normally shares in private when coaching world leaders. Your audience will walk away with practical information and tips on how to communicate more effectively for their next presentation AND will be inspired to improve their level of speaking, from the boardroom to the convention hall to across the table from a single customer.



This keynote can be tailored to the following subject areas:

1. How leaders communicate effectively when speaking to live audiences.
2. How leaders communicate effectively when speaking to the news media (especially TV).
3. How leaders communicate in both public speaking and media experiences.

Each keynote address can be tailored to the specific personal interests of your audience. Video footage examples are available from the following people:

Teddy Roosevelt  
Steve Jobs  
Ronald Reagan  
Jack Welch  
Carly Fiorina  
Winston Churchill  
Martin Luther King  
John F. Kennedy  
Robert F. Kennedy  
Steve Ballmer

Joel Osteen  
Billy Graham  
Oprah Winfrey  
Suzi Orman  
Barbara Walters  
Warren Buffet  
Norman Vincent Peale  
Stephen Covey  
Nelsen Mandela  
Michael Dell

Larry Ellison  
Jack Valenti  
Gordon Moore  
Barbra Streisand  
Mark Cuban  
Richard Branson  
Golda Meir  
Donald Trump  
Zig Ziglar  
Andy Grove

Jim Cramer  
Tikki Barber  
Ellen DeGeneres  
Kris Rock  
Martha Stewart  
Joan Rivers  
Bill Clinton  
Mohamed ElBaradei  
Hillary Clinton  
(and dozens more)

Meeting planners can request that the keynote focus on leaders in the following fields:

1. Government
2. Finance
3. Technology
4. World Affairs
5. Media/Entertainment.

**Audience Takeaways:**

Techniques leaders use to

1. Calm their nerves
2. Be memorable
3. Convey confidence
4. Tell stories
5. Control media messages
6. Use humor
7. Tell captivating stories
8. Speak in Sound bites

TJ Walker is the host of "***Bully Pulpits: Speaking Secrets of World Famous Leaders***," a daily TV show seen on the Speaking Channel ([www.speakingchannel.tv](http://www.speakingchannel.tv)). An expert on leadership communication, Walker gives 150 speeches/trainings per year on how anyone can learn how to speak like a world-class leader. Walker is also the president of Media Training Worldwide and has personally trained thousands of CEOs, Prime Ministers, Members of Congress, Professional Athletes, and Nobel Peace Prize winners.

*"TJ Walker is the leading media trainer in the world,"*

- Stu Miller, Viacom/Comedy  
Central producer

*"TJ Walker's single-minded devotion to presentation training has made him the #1 expert for executives seeking guidance on speaking to the public and media."*

- Bob Bowdon, Anchor/Reporter  
Bloomberg Television

*TJ Walker (Media Training Worldwide) is "...the world's leading presentation and media training firm."*

- Gregg Jarrett, Fox News  
Channel Anchor