



# Executive Public Speaking

## Development Program

*For executives who know that being a dynamic speaker is a “must have” skill*

### Presenting and Selling Your Ideas

Presentation coaching for executives

This is a customized public speaking coaching program for executives who give important presentations. With this program, you'll receive the feedback and tools needed to significantly shift your delivery and content and become a dynamic speaker.

#### How does the program work?

Our focus is to make your business presentations more engaging and persuasive. During the first session we will assess your current communications skills and style. We will then provide feedback on strengths and areas for development. In the second session we will show you how to take a presentation to the next level with tips and techniques related to persuasion and influence. Future sessions are based on your desired outcome and interests. Sessions run approximately three hours each. Most executives sign up for three to six sessions. There is a two session minimum.

#### Topics specific to this program:

- Eight different persuasive presentation formats
- Four elements of persuasion
- Key messages and their importance in creating memorable and repeatable messages
- PEP formula for interest
- 21 attention-getting openers and 11 compelling closes
- Mind-mapping tool to unlock new presentation ideas
- Authenticity test which shows you how to be more connected and engaging
- Business stories and how to deliver and create them

#### What is the Speaking Development Kit?

Every executive receives the “Speaking Development Kit” when they sign up for this program. The kit includes our unique presentation model with detailed instructions of how to develop a dynamic presentation. Included are 16 different presentation formats, a 32-topic color tip card series, articles on communications, a resource section covering subjects such as better PowerPoint and the book “You are the Message” by Roger Ailes.



## Choose from these communications topics:

### **Deliver with Confidence and Poise**

- Executive Communications Assessment - Receive a proprietary assessment of your speaking strengths and areas for improvement. Based on three short presentations you deliver, we provide you with a detailed assessment and plan for how to take your skills to the next level.
- The Polished Presenter – This mini boot camp covers the six major delivery skills you need to come across confident and engaging.
- The Authentic Speaker – Learn how to tap into your authentic self and create more connection with your audience.
- The Calm and Natural Speaker – Learn the 15 ways to reduce your fear of public speaking.
- Presenting to Large Audiences – Topics covered include: stage presence, teleprompters, using the podium and microphones, and connecting to large groups – especially when you can't easily see faces.

### **Communicate a Message that is Memorable and Interesting**

- Compelling Content – Together we'll storyboard your next presentation so that it has all the elements of a top notch talk. Specialty talks include business/ investment pitches, technical presentations and conference presentations.
- Powerful Keynote Presentations – We'll work with you to create keynote quality content that draws in the audience and inspires them to think, behave or believe differently.
- Speak Like a CEO – Learn the three most powerful elements to add to all your presentations: making your message more receiver oriented, using powerful examples and telling stories.
- Business Storytelling – We'll share a brainstorming tool for coming up with stories, give you the 2Ds for making them memorable and provide sources for stories the audience will enjoy and remember.
- Numbers Don't Speak for Themselves - Learn how to get across large amounts of technical or financial data and how to make it interesting and understandable for your audience.
- So What? - Using our "So What?" planning tool and funnel communications tool we'll show you how to avoid the information overload trap and develop a presentation that is succinct and clear.

### **Make all Your Communications a Success**

- Engaging PowerPoint Slides –All your slides will be reviewed and you will receive suggestions and ideas for how to make them more exciting and effective.
- Media Training – Before your next road show get this update on how to deal with the media. Included are communicating key messages, keeping the interview on track, dealing with a camera and handling tough questions.
- Strategic Q & A – Learn the five different types of questions, how to identify them and how to give answers that put you in control. Special emphasis is placed on how to handle challenging questions.
- Presenting with Today's Technology – We'll cover how to be more engaging and effective via teleconferences, videoconferences, webinars and webcasts.