

Leading Edge Communication: Building Executive Presence

The Executive Communication Workshop builds executive presence and credibility. It applies modern principles of communication through participative techniques to instruct executives to effectively communicate and persuade others using real world issues. Under the instruction of expert communicators, you will develop and deliver high-level presentations that are clear, persuasive and effective.

It is expected that today's executives not only master the technical and financial aspects of their company, but they must be skilled in discussing these aspects to groups of people in a direct and impactful manner. Further, modern audiences are sophisticated and critical. They judge speakers on how they look and sound as well as on what they have to say. This is particularly relevant as

speakers become accustomed to focusing on and talking to their Power Point slides instead of connecting and winning over their audience.

Executive presence, steady confidence, and the ability to persuasively engage others are critical skills for an executive to be effective. Unfortunately, people are not always born with the skills to present and captivate an audience. The Executive Communication Workshop provides the essential training for an executive to effectively communicate to customers, employees, shareholders, colleagues, and members of the media. *This workshop can also be delivered on a one-on-one basis for individual communication coaching.* The class is small. The work intense. The instructors superb. The environment supportive. And the results...outstanding. Join us.

Goals of the Workshop:

- Sell your ideas
- Get buy-in from decision makers
- Enhance executive presence
- Persuasively explain new change initiatives
- Establish credibility in the eyes of the media and shareholders
- Motivate employees

Instructional methods include:

- One-on-one coaching
- Videotaping
- Peer feedback
- Self-assessment
- Focused Instruction
- Interactive exercises
- Job-specific content
- Intensive practice sessions
- Real-world role plays

Learn how to:

- Communicate the direction and progress of change
- Present a results-oriented, persuasive message tailored to any audience
- Master interviewing techniques
- Effectively respond during Q&A sessions
- Position your company in a favorable light
- Successfully brief senior management and board members
- Capture your audience's attention
- Talk from a script, visuals or lectern notes
- Handle sensitive or hostile public situations
- Effectively organize your thoughts
- Prepare appropriate remarks for an international audience
- Motivate your audience to action



Workshop Agenda

DAY 1

- 8:00am Course Overview
Impromptu Speeches
1. The presenter delivers presentation
 2. During the presentation, peers complete written evaluation
 3. After the presentation, presenter openly critiques presentation and peers read their evaluation to the presenter (all strengths and then all areas for improvement)
 4. Coaching by instructor
- Review 360° Executive Presentation Survey (EPS) & Set Individual Goals
Break
- 9:30am Message of “Self” (verbal and nonverbal: presence, image, credibility, etc.)
Situations they face/expectations they have
Movie Video Clip
Worst and Best Presentation
1. Generate list of good and bad actions during a presentation
 2. Have participants act them out while being taped (each presenter has own video tape)
 3. After the presentation, presenter and peers openly critique presentation (all strengths and then all areas for improvement)
 4. Video playback of the presentation
 5. Coaching by instructor
 6. Repeat steps 1-5 for next presenter
- Noon Lunch
- 1:00pm Single-Action Persuasive Speech
Movie Video Clip
(3 minutes, seated at conference table with questions)
(Topics: (1) Productivity, (2) a Change Initiative, or (3) a Business Growth Issue)
1. The presenter delivers presentation while being taped (each presenter has own video tape)
 2. During the presentation, peers complete written evaluations
 3. After the presentation, presenter and peers openly critique presentation (all strengths and then all areas for improvement)
 4. Video playback of the presentation
 5. Coaching by instructor
 6. Repeat steps 1-5 for next presenter
- 5:00pm Conclude

Evening Assignment: Prepare Day 2 am presentation, watch video from Day 1 (with sound, without sound, and fast forward), and update personal goals

Workshop Agenda

DAY 2

- 8:00am Persuasive Presentation to Difficult Audience (5 minutes, standing, PPT)
(Topics: (1) Productivity, (2) a Change Initiative, or (3) a Business Growth Issue)
1. The presenter delivers presentation while being taped (each presenter has own video tape)
 2. During the presentation, peers complete written evaluations
 3. After the presentation, presenter and peers openly critique presentation (all strengths and then all areas for improvement)
 4. Video playback of the presentation
 5. Coaching by instructor
 6. Repeat steps 1-5 for next presenter
- Noon Lunch
- 1:00pm Final Persuasive Presentation (5-7 minutes, standing, 2 minutes for Q&A)
Movie Video Clip
(Topics: (1) Productivity, (2) a Change Initiative, or (3) a Business Growth Issue)
1. The presenter delivers presentation while being taped (each presenter has own video tape)
 2. During the presentation, peers complete written evaluations
 3. After the presentation, presenter and peers openly critique presentation (all strengths and then all areas for improvement)
 4. Video playback of the presentation
 5. Coaching by instructor
 6. Repeat steps 1-5 for next presenter
- Break
- 4:00pm Review 360° EPS Feedback Report & Individual Goals
Set Follow-up Goals
- 5:00pm Conclude