

# **The Executive Presenter Program**

***For business executives who need to share clear and compelling ideas in business meetings both face to face & on tele- and videoconferences***

The program is based on research and best practice into shaping clear, concise and executive-level messages. It includes the approach that the best leaders take to thinking, structuring, speaking and interacting with higher level senior managers.

**The program is designed to drive high impact by maximising your ability to spread ideas** to senior business leaders and high level stakeholders to enhance your credibility, reputation and influence.

**Our Purpose is to raise your best above what you think it can be.** Over 20 years of public speaking experience has shown us that even experienced business executives can learn from our direct and respectful peer coaching approach that challenges you to bring out your best.

***"Each coaching session targets one executive speaking skill:***

***Learn, practice, feedback and support on your performance."***

# What business executives really need:

Its a challenge to condense a huge amount of information into a short talk that engages, inspires and provokes people to change.

## So they need to:

- ☒ Be at their best for every meeting
- ☒ Prepare your presentation with a framework
- ☒ Structure the presentation to create clarity for decision makers
- ☒ Illustrate their points in more connected way
- ☒ Adjust to the style of an impatient business leader
- ☒ Balance the amount of logic and detailed data used
- ☒ Hone soundbites to shape memorable and sticky ideas
- ☒ Have a Twitter ready title
- ☒ Use passion and enthusiasm to express their ideas
- ☒ Tell anecdotes to spread positive emotions
- ☒ Engage the sense with clear mental pictures
- ☒ Present without slides
- ☒ Adopt a conversational tone
- ☒ Express themselves in clear and concise language
- ☒ Speak with polish, energy and enthusiasm
- ☒ Use their voice to effectively connect and engage with people
- ☒ Handle question and answer sessions with confidence and manage challenging questions with ease

The **ultimate outcome** of this program is to help you:

- ☒ share your message powerfully in business meetings
- ☒ increase awareness, deepen knowledge and improve understanding on your presentation
- ☒ clarify the impact your ideas has on other people

## Other benefits include:

- ☒ **Best practice easy-to-implement strategies to influence** business leaders more effectively
- ☒ **Overcome nerves** to deliver clear and coherent messages during important meetings
- ☒ **Express key points concisely** and directly to leaders
- ☒ Become a **confident communicator** – even as an introverted speaker
- ☒ **Make presentations memorable** by switching from data-heavy technical presentations to message-based ones