The Join the “Ivy” League Coaching Program

Ivy’s specialized approach to coaching will show you how to bring your messages to life with power, authenticity and confidence. Whether you are delivering a keynote address at a conference, presenting in the boardroom, participating in a panel discussion or working to engage your employees in a team meeting, you will gain knowledge and master techniques that get results.

Our process uses a combination of individual coaching, videotaping, customized materials and processes with an emphasis on both content substance and delivery style.

The Coaching Process

Step One: Assess and Analyze

Ivy starts by assessing and analyzing your past work, either through video, audio or attending one of your presentations. That review, combined with a one-on-one consultation with you, will result in an in-depth evaluation, covering your presentation style, your approach to developing content, and all other issues that affect your performance.

Step Two: Set Goals

Together, we identify realistic goals and choose the right coaching approach to reach them. Ivy offers three options:

■ Short Term Coaching
  This option is most effective if you are preparing for a critical speech or presentation – or just want to improve your basic presentation skills. You can expect two to four sessions, with follow-up in person or by telephone.

■ Premiere Long Term Coaching Series
  This program is best for people who want to take their speaking skills to a higher – or even a professional – level. If your goal is to demonstrate leadership through communication, gain industrywide recognition by speaking at conferences or in other high-profile settings, this option is your best choice. You can expect four to six in-person sessions, plus monthly phone consultations.

■ Team Coaching for Critical Presentations
  Here, Ivy works with teams, departments or groups that must prepare for any purpose, whether it’s a presentation, a sales pitch, or a meeting with Wall Street analysts. This approach ensures that all team members are strong presenters and work cohesively as a group, resulting in a well orchestrated presentation that gets you bottom-line results.

Step Three: Development and Execution of your Customized Program

Finally, Ivy designs a customized program specifically targeted to strengthen your ability to communicate successfully. These programs will raise your skills to the expert level and prepare you for every venue:

- Critical Presentations to your employees, teams or customers
- Conferences
- Panel Discussions
- Keynote Speeches
- Boardroom Presentations
- Introductions
- Toasts
- Hosting Events
- Seminars
Join the “Ivy” League: Expert Speaking Techniques

Whether you are a seasoned leader or getting ready to move into a leadership role, Ivy Naistadt Creative Communications offers customizable programs on Expert Speaking Techniques. A few samples:

- **You Are The Message**
  Ivy will work with you to uncover your own natural speaking style. By learning to communicate in ways that reflect who you *really* are, you’ll speak with confidence, authority and authenticity, whether your audience is one person or 1,000.

- **The Rules of Engagement**
  Whether you are speaking to your employees, to the board, at a conference or a quarterly meeting, you must develop compelling messages that engage your audiences and prompt them to take the actions you need them to take. Ivy’s proven system will help you develop messages that move audiences to action, guaranteeing results every time you speak.

- **Follow My Lead: 5 Great Presentation Openings for Leaders**
  By understanding the difference between the business purpose of the opening and the human purpose of the opening, you can create a powerful connection with your audience that accomplishes both. Ivy will help you learn to make a strong connection with your listeners from the start.

- **Podium Techniques**
  Ivy will take you through a streamlined approach to turn scripted copy into dynamic messages you can deliver with energy, authority and spontaneity. You’ll also learn a variety of ways – including body language, microphone techniques and technological aids – to break down the barrier that a podium puts between you and your audience.

  **Impose your personality on a script**
  - How to familiarize and make it your own
  - Simple editing techniques for flow & emphasis
  - Script Layout

  **Stand and Deliver**
  - Where to stand for maximum impact
  - How to maximize your body and voice
  - A special technique to ensure you maintain eye contact
  - Techniques to make you look and sound conversational

  **Manage the technical aspects so they don’t manage you!**
  - Laptop and PowerPoint etiquette
  - Microphone technique
  - Where to put your script master or notes

- **Create a Talking Bio**
  If you shudder every time you think you will be asked to stand up and introduce yourself, you are not alone. How do you capture years of experience in a sentence or two? How do you differentiate yourself without sounding like you’re boasting? Ivy will help you create a compelling statement that outlines who you are, establishes your credibility and shows quickly why your experience is relevant to your audience.

- **Panel Presence**
  Many executives position themselves as experts in their industries by speaking in panel discussions at conferences or events. Ivy will walk you through everything it takes to develop expert panel presence – from planning, to message development, to preparing for Q&A.
• How to prepare a short bio that makes your organization look good, without giving a sales pitch
• Reconnaissance! Gathering key information from major players for a perfect blend of ideas
• Six options for preparing your message
• Q & A : Ten Survival Tips
• Panel Presence: Specific delivery tips to guarantee you look and sound like an expert

■ Hosting an Event
If you are hosting an event on behalf of your organization, you want to look and sound like the perfect host. Ivy coaches you to come across like a polished master of ceremonies and sets the stage for a positive experience for you, your speakers and your audience.

Define the scope of your role as Master of Ceremonies

Set the stage for success:
• Before the event responsibilities
• At the event

Compelling Script Options
• Opening Comments Format
• Speaker Introductions Format
• Bridging: How to prepare remarks or anecdotes that connect segments of the meeting

A step by step approach to Close the meeting

■ Storytelling: Going from Good to Great Speaking
The greatest speakers are great storytellers. Ivy will show you the secrets to developing and delivering compelling examples, stories and anecdotes that will take your speaking to the next level. Learn how great stories keep your audiences engaged and set you apart from – and way ahead of – other speakers.

• Specific Questions to ask to ensure the right story that supports your message and a unique system for tracking them
• Develop the Story: Ivy’s CORE storytelling formula to craft a compelling story over and over again
• Delivering your Story: Simple techniques you can use that will bring your stories to life and make you come across like a professional speaker
• Rehearsal techniques
• Master the Conversational Technique

■ Managing Nervousness
If you are someone who experiences an excessive amount of presentation jitters that interfere with your performance, Ivy will incorporate cutting edge processes for significantly reducing your nervousness and give you the tools you need to execute your program effectively, with confidence.

JoinTheIvyLeague.com
ivy Naistadt

There are times when a significant presentation or speech can mark a turning point for your business – or for your own career. These events can make or break your personal reputation, your team’s or even your entire organization’s.

These stressful, demanding and highly visible situations require working with an experienced expert who can accurately identify your problems, evaluate options to fix them, and execute a plan that gets results and guarantees your success.

Ivy works with you or your team in a private setting to give you the competitive advantage and professional edge you need to deliver groundbreaking presentations that can catapult your career or your business to the next level.
Results

“Your coaching and training has helped me tremendously and I am much more comfortable and confident as a public speaker as a result. I am most grateful to you for your patience and understanding in your instruction of me.”
Scott J. Newkam,
President, CEO, Hershey Entertainment & Resorts

“Your intuitive skills are second to none. Your work on understanding the audience and the ability to capture who I am made this speech an unbelievable success. The feedback is that this speech was one of the highest rated by the audience. It was a big step for me to give a speech to 1,000 people! With your help I have the confidence to do this type of speaking.”
Leslie Abi-Karem,
Executive Vice President and President Document Messaging Technologies, Pitney Bowes

“I just came back from our conference and the comments were that I delivered the best speech ever! I cannot thank you enough for your excellent coaching and look forward to working with you in the future.”
Matt Kissner,
Former President, Pitney Bowes Financial Services

“I’m happy to say that I used all the techniques and suggestions you offered when I presented my one-day course at our annual conference (my first solo) and it was a resounding success. As you may recall, I had been told I was a ‘boring presenter’. What a giant leap! Whereas I would previously have been a nervous wreck, I dazzled ’em with brilliance!”
Lois L. Demeuth
Office of the United States Courts

“We found that Ivy had the ability to work with a diverse team and to leverage each person’s natural style to construct and deliver a dynamic and powerful presentation - and she customized the sessions to incorporate the presenter’s personality and unique talents. Thanks Ivy for helping us achieve the “WOW” factor!”
Gary Smith,
Vice President, Global Technologies, IBM

“WOW! Everyone was spectacular. I was so impressed and proud of everyone. Thank you for everything you did to get our presenters prepared. They were so comfortable and professional - It was great!”
Nick D’Andrea,
Vice President, Production, The New York Times

“As the former President of Allstate Distributors L.L.C, I have had the opportunity to work with many alleged experts in their self proclaimed field. Too often these individuals do not live up to their hype or promises. Fortunately I was referred to you. What I received was a talented, knowledgeable, caring coach who is extremely adept at her craft. I know that the product I have today is infinitely better due to your guidance.”
Rob Shore, President,
Shorespeak

“Ivy has an incredible gift for helping people understand how to effectively communicate their messages in public. She is by far the most helpful resource I have come across in the public speaking and communication support industry. From persuasive presentations, to panel discussions, to storytelling, Ivy does it all. I believe that communication skills are critical to one’s ability to be successful in the professional world. Ivy provides the valuable tools needed for any working professional looking to move forward in their career.”
Adam Rosenberg,
Director Classified Business Development, The New York Times

“I could not have asked for better feedback on your Speak Without Fear workshops. To quote one of the attendees, ‘Ivy’s system does a great job of pushing people beyond their comfort zone without embarrassing them. Some of the transformations I saw were amazing.’ Thank you for everything you did to make this a great experience for our Leadership staff.”
Nancy Costa,
Associate CIO & Director, OIT Finance, Administration and Planning, Princeton University
Ivy Naistadt is known worldwide as an expert in helping clients reach their professional communication potential. Ivy’s extensive expertise in the art of performance and speaking has enabled business professionals to transform their careers by consistently delivering outstanding presentations.

Ivy Naistadt has delivered over 1000 high impact professional presentations with corporate, industry and association audiences throughout the United States. As an author, nationally recognized speech coach, speaker and consultant, Ivy has taught the country’s top executives how to prepare and deliver successful public presentations since 1986. She has worked closely with senior management from such leading corporations as IBM, Corning, The New York Times, Pitney Bowes, Hershey and The Department of Defense as well as entrepreneurs and political candidates.


Drawing on her experience as an accomplished actress in both television and theatre, as well as a former corporate spokesperson for such companies as ATT, General Electric, Kodak, Westinghouse and Xerox, Ivy has applied her understanding of the rigors and discipline of performance to the business arena and has become a leading communication consultant to business professionals around the country.

Ivy Naistadt is a graduate of Ithaca College with a B.F.A. in acting, and has served on the faculty of New York University’s Continuing Education Program. She is currently listed in Who’s Who in Professional Speaking and a member of The American Society for Training & Development; The American Management Association; and The National Speaker’s Association.