

**THE
HUMPHREY/
GROUP**

The Humphrey Group is pleased to offer the

**EXECUTIVE
SPEAKING
PROGRAM**

Coaching Program Overview /

The Humphrey Group's sole focus is to help our clients lead every time they communicate. Leadership is the ability to inspire others to act, and communication is the means through which inspiration occurs. Leaders recognize that every speech, every presentation, every meeting and every conversation represents an opportunity to reach listeners and move them to action.

For over 25 years, The Humphrey Group has been helping our clients capitalize on such opportunities. We teach how to consciously and consistently communicate ideas that engage and inspire. And there is no better means to develop this crucial skill than through our intensive one-on-one coaching programs.

Each program introduces the leader to a practical methodology they can use to convey ideas with a powerful, yet authentic presence. In working together with their coach, the leader internalizes the tools while seeing the impact in their work. The goal is that upon conclusion of the program they have incorporated the approach into their communication, enabling them to lead every time they speak.

POTENTIAL LEARNING OUTCOMES

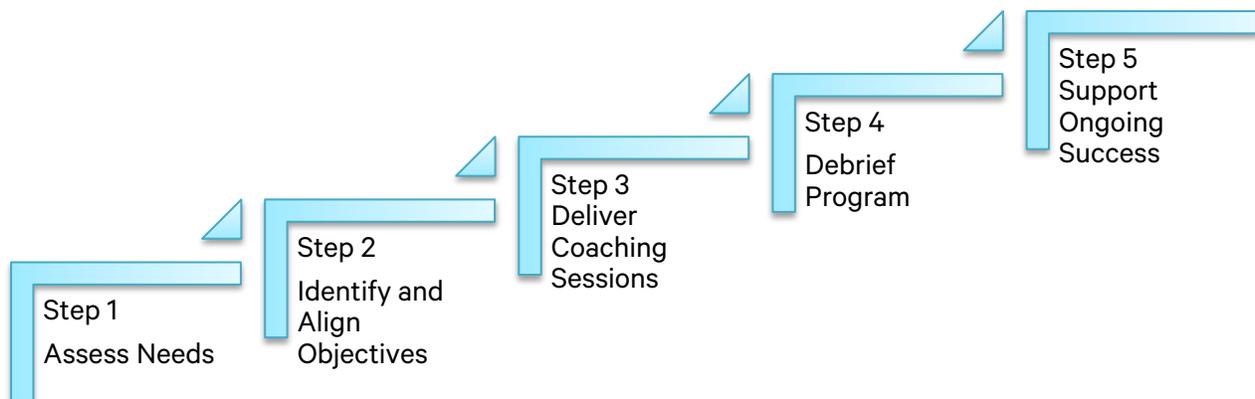
While all coaching programs from The Humphrey Group are broadly focused on leadership communication, each has a distinct set of learning outcomes based on the goals of the leader.

These desired outcomes are determined through pre-program consultations and customization. Typical goals include strengthening the leader's ability to:

- Be seen and heard as a leader, rather than an expert or specialist.
- View every interaction as an opportunity to inspire action and belief.
- Understand their audience and how to connect with them in an authentic manner.
- Replace jargon with powerful language.
- Know how to build relationships and political capital.
- Get to the point, even when discussing complex issues.
- Project a dynamic yet authentic physical presence.
- Exude gravitas and confidence under pressure.
- Lead and participate in meetings influentially.
- Prepare and deliver powerful presentations.
- Use conversations to influence.
- Handle difficult questions effectively.

FORMAT AND APPROACH

Our executive coaching programs typically consist of a series of two-hour 1-on-1 coaching sessions. These sessions are generally delivered in person, but can be delivered virtually. Most programs consist of five or nine sessions, depending on the goals of the client and available time and budget. Regardless of program length, we strive to follow a consistent approach to enable personal and professional growth. This approach is as follows:



Step 1 - Assess Needs: Before the coaching can begin, it is critical that the needs of the coachee are understood. This is undertaken through interviews with the leader, and potentially with others (e.g. their manager, HR sponsor) who can provide insights into his or her communication style.

Step 2 – Identify and Align Objectives: The coach will match the needs to specific objectives, which will form the basis of the coaching sessions. The coach will also work to ensure that the objectives of the coachee and sponsor (when applicable) are aligned.

Step 3 – Deliver Coaching Sessions: In this step, the coach and the coachee will begin to work toward achieving the objectives. Sessions will be adjusted based on growth, new goals, and new opportunities. Each program is highly flexible to best meet the needs of the client and includes ongoing evaluation for continued customization.

Step 4 - Debrief Program: When the program is complete, the coach will debrief with the coachee, and potentially their manager and sponsor. During this phase, they will discuss the results of the coaching program and what key lessons they have learned. Here the coach may provide a report that summarizes the results of the program and provide feedback on progress and guidance on how to sustain the learning. In the nine-session program, feedback is also provided mid-program.

Step 5 – Support Ongoing Success: In this last phase, the coach will set the stage for continued growth and learning. This may take the form of recommended reading, a commitment to action, suggestions on how the manager can support success or even additional opportunities for development to pursue.

KEY FEATURES

Though each executive coaching program from The Humphrey Group is unique, they all share some common elements. These key features ensure the quality of the experience for the coachee is consistently high. Each program features:

The right coach-client match. The Humphrey Group takes pains to ensure the chemistry and fit between the coach and leader. For example, a coach with a performance background may be best suited to work with an individual who wants to develop more presence, while a coach with a speech writing background would be better able to help a leader who wanted to shine at the podium.

Applied learning. Each coaching session will be used to prepare for upcoming leadership opportunities or to review and revisit past ones. The leader may seek to focus on communication opportunities where they need to thrive, such as in speeches, presentations, meetings, conference calls, off-the-cuff conversations, networking, and Q&A. This applied learning ensures immediate impact from the application of the methodology. Between sessions, the leader has access to their coach for email and phone support as they continue to prepare for communication opportunities.

Foundational intellectual capital. The coaching is underpinned by a guiding communications methodology, The Leadership Model®. This approach shows how to (1) view all interactions as leadership opportunities, (2) convey a clear message and argument, (3) use the language of leadership, and (4) project a dynamic presence. This methodology shows how to consistently lead through communication, and is as applicable to an elevator conversation as it is to a keynote talk.

ABOUT THE HUMPHREY GROUP

When The Humphrey Group was established in 1988, our mission was clear: to help our clients lead every time they communicate. More than 25 years later that mission remains the same.

Today The Humphrey Group is North America's premier leadership communications firm. We provide executive coaching, group training and consulting services to our clients so they can inspire action every time they speak and write. Over the course of our firm's history we have developed rich intellectual capital, a diverse and talented team, and a series of offerings that allow us to meet the unique needs of executives, managers and front line leaders. These strengths have enabled us to deliver outstanding services to a global list of leading companies.

SUMMARY

This document provides an overview of how we tailor and deliver the Executive Speaking Program. While all our programs are focused on developing leadership communication skills, each is unique because every client's needs are distinct. We invite you to contact us at contact@thehumphreygroup.com so we can discuss the possibilities for you or a member of your team directly.