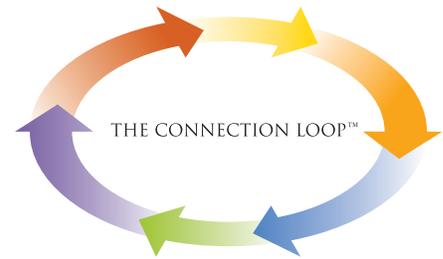


DeFinis Communications

Core Curriculum



DeFinis Communications offers a professional public speaking curriculum that focuses on skill-based learning and continuous professional growth. Our programs and services support the development of business speakers at all levels and over the course of their careers. From our flagship two-day *Encore! Elegant Skills for Powerful Presentations* program to our highly specialized *Executive Immersion*, we help business professionals embrace knowledge and skills so they can achieve success in their internal and external presentations.

Encore! Elegant Skills for Powerful Presentations

- **Target Audience:** Business professionals in all functional areas including sales, technical, management, and individual contributors in any industry.
- **Program Description:** *Encore!* is our flagship two-day, video-based learning laboratory. With a small class of only eight, participants experience the power of personalized attention and focused, skill based coaching. Our core learning model, *The Connection Loop™*, offers a step-by-step approach that allows everyone to learn the best practices of delivering successful presentations. Participants select a business topic, learn how to structure presentation content and deliver each section of their presentation for feedback and coaching via our *Line by Line Coaching™* process. This method of intensive practice on a real business topic culminates in powerful final presentations.

Recharge! Sales Presentation Skills

Refresh. Revise. Refine.

- **Target Audience:** Sales managers, sales teams, sales professionals, and anyone who gives customer facing presentations in any industry.
- **Program Description:** *Recharge!* is designed with the sales team in mind. The learning activities and coaching process are geared for experienced sales professionals who want a refresher that will move them to the next level of their development. Audience analysis, skills review, and content development, coupled with rigorous individual coaching, help participants refine their message and delivery to achieve greater customer engagement. This program can be delivered in one or two-day versions for eight participants.

Technical Demo Presentation Skills

Persuade. Inform. Educate.

- **Target Audience:** Technical presenters, application engineers, and anyone who gives product demonstrations to groups of technical or non-technical audiences.
- **Program Description:** *Technical Demo Presentation Skills* is customized for the technical presenter. This three-day program for twelve participants is practical and business focused. Participants master the fundamental presentation principles necessary to develop engaging relationships with their users and customers. Hands-on learning activities focus on demo content development and performance delivery for the technical audience. Individuals receive feedback and *Line by Line Coaching™* on their presentation and demo skills. The program culminates with the delivery of a final, 20-30 minute, customer-ready demo.

“Autodesk is a stronger and more successful company because of the contributions of Angela and the **highly talented** DeFinis team.”

Jan Becker, EVP Human Resources, Autodesk, Inc.

“I am impressed with DeFinis Communications. But I am not surprised. I have worked with **Angela DeFinis** in three other companies over the years and have long learned that she is a **true master of her art!**”

Glen D. Vondrick, CEO, ConnectSolution

Executive Immersion

- **Target Audience:** Executives, emerging leaders, high potentials, global leaders, and anyone who is currently or training to be in a leadership role.
- **Program Description:** **Executive Immersion** is an individual, one-on-one coaching experience that gives speakers a clear, professional analysis of skills, key insights into strengths, and a diplomatic and constructive review of development areas. Working with a coach over time gives leaders the opportunity for deep immersion in the process and practice of public speaking. The program is customized based on each client's goals, and the schedule is flexible based on the client's work demands, typically including a series of half-day face-to-face sessions combined with phone coaching.

Accelerate! Advanced Presentation Skills

Added Refinement for Added Success

- **Target Audience:** Business leaders, including executives, vice presidents, directors, and senior managers.
- **Program Description:** *Accelerate! Advanced Presentation Skills* is a three-day program designed for eight participants. The program offers a review of essential presentation principles followed by a series of small group coaching sessions culminating in final presentations to the large group. The small group sessions ensure that individuals receive extensive coaching to master advanced techniques. The program is thoughtfully scheduled to allow time for leaders to manage pressing business issues, enabling balance between work and learning. As a result, participants leave the program having mastered their unique speaking challenges without spending three days away from business concerns.

Building Professional Presence

Putting Presentation Success Within Reach

- **Target Audience:** The general workforce, including employees, individual contributors, and supervisors.
- **Program Description:** *Building Professional Presence* is a one-day program designed to give a general audience exposure to the best practices of creating and delivering powerful presentations. During this lively and educational session for up to twenty-five participants, individuals engage in activities and exercises designed to help them understand the fundamental principles of public speaking. Participants work in table groups to develop presentation content and practice delivery. The program culminates with final presentations delivered by one member of each group. This program can be offered as a team building experience for groups of fifteen or more.

Clients: Applied Materials, Aruba Networks, Autodesk, Cisco Meraki, Driscoll's, Electronic Arts, Ideate, Intapp, Linear Technology, PG&E, Quiet Rock, Recurrent Energy, Republic Services, Siemens Energy, Splunk, Symantec, Welltower



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