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Jack Rossin



Focus:

Speaking with Confidence | One-on-one consulting | Business Development team work | Storytelling dissected

Education:

Temple University School of Communications

Background:

Jack E Rossin is an instructor at the Harvard T. H. Chan School of Public Health. He teaches presentation skills. Presentation training is Jack's 2nd career. After college he was in advertising, eventually owning his own firm. Executives in advertising make frequent presentations - they are presenting their firms credentials, or reviewing a new ad campaign, or helping a client pitch their own products and services. The result is that Jack has done thousands of presentations and learned a few things along the way. He learned the importance of technique

and process; of dealing out information in a certain order. He learned what is important in a presentation, and what is of less importance (it's not always what you think). He learned how to be persuasive. He learned how to help others more comfortable and effective when presenting.

The BOSS Method (Keynote)

Less experienced speakers are sometimes overwhelmed with all of the techniques and "tips" they have to remember, in addition to their remarks. Jack developed a process to make it easier for speakers to present with confidence and professionalism. He calls it The BOSS™ Method. There are 4 components to a really good presentation - Body language, Opens and closes, Storytelling and being Stoked to speak. He structures his classes and lectures by taking the audience through each of those components using research and real life examples. Having a process to work from gives speakers more assurance. The result are speakers who are more confident. Research indicates that audiences are more persuaded by a speaker they perceive as confident.

Pitch Perfect (Keynote)

One off-shoot of his practice is pitch consulting. Jack works with a pitch team about a week before their presentation to get them in alignment. This means getting the key thesis of the pitch expressed in the opening in an interesting manner, demonstrating that thesis throughout the program, and then a special two-step system for closing a pitch. He clarifies each player's role, rehearses each participant and choreographs the pitch (sometimes down to the seating). His keynote talk on pitching is always well received and participants have said that it has dramatically changed the way they run their business development pitches.

To book Jack Rossin or for more information on finding the right speaker for your event please contact us on our website at www.hspeakers.com or call us at 857.770.1281.

