
Executive Communication Skills, 1-Day

PROGRAM OVERVIEW AND OUTLINE

Overview: Our Executive Communication Skills program is designed for mid to large-size groups of professionals, delivered by an experienced coach.

Number of participants: 10 - 12 presenters with 1 coach.

Format: 1 day.

Coaching is highly interactive and supportive. Presenters will own and use the skills immediately through the combination of expert coaching, layered skill development, and videotape & review.

All **videotaping** is done on digital media. All video and playback equipment is provided by Vautier Communications. Once the program begins, all media belongs to each individual participant.

Focus of the Day – Skill Acquisition

Initial Skills Assessment: Each presenter is videotaped delivering 90 seconds of a PowerPoint presentation to the group. The purpose of this is to ‘see and hear themselves’ as others do.

Videotaped & Reviewed.

Executive Presence

- **Focus for Confidence:** Presenters learn a skill which helps them think more clearly and come across as confident, sincere and engaging.
- **Natural Energy:** Presenters learn a series of skills which include how to stand and move, what to do with their hands, how to control their vocal energy with volume, inflection and momentum or pace. When managed, the presenter looks and sounds more natural, credible and interesting. **Actively Coached, Videotaped and Reviewed.**

Message Organization (working Lunch)

- **Consider your Listeners:** A worksheet is introduced which helps each presenter think through who his or her audience is so that the message can be tailored to their listeners.
- **Organize your Message:** Presenters are introduced to a ‘Know This, Do This and Believe This’ format. These are the 3 great reasons we message to others. When we use a format, we apply logic to the flow of our information with the listener in mind.
- **Forms of Influence:** The 6 major forms of influence are introduced, along with the universal formula for sharing a story, example, personal experience or case study. Presenters are then encouraged to employ forms of influence in their presentations to make their messages more memorable and persuasive.



Focus of the Day – Skill Acquisition (continued)

Deliver Your Presentation from PowerPoint or Notes

- **Tips for Creating & Presenting from PowerPoint:** Problems and general best practices are shared around the use of PowerPoint. *Sessions can be tailored to other forms of delivery.*
- **Review Delivery Options:** Presenters will learn how to use their PowerPoint visuals as their speaking notes and the audience's visual cues so both can keep on message. Presenters learn how to become the speaking part of the visual so that 'what their listeners see and what they hear is a clear consistent message'. Presenters have the option to deliver from notes or laptop/tablet, seated or standing. **Actively Coached, Videotaped and Reviewed.**
- **Establish a Viewpoint:** Each presenter learns a formula for sharing a viewpoint in under 30 seconds. This is a 'whole life skill' which is used frequently in our professional and personal lives, most often in less formal settings.

Q&A Skills

- **Answer the Question Directly:** Presenters learn to listen for the issue and answer the question first, before developing the answer. This directness has them come across as credible and transparent. (Time Permitting) **Actively Coached, Videotaped and Reviewed.**

Program Evaluation, Retention Tools & Close