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# Executive Communication Skills, 2-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, or 24 presenters with 2 coaches.

**Format:** 2 days, ideally back-to-back.

**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.

## Day 1 – 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 and delivers with passion, energy, and confidence. **Actively Coached, Videotaped and Reviewed.**

### Message Organization

- **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.

### Delivery Options

- **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:** We review the most common methods of delivery and how to blend the message content with the Executive Presence skills practiced earlier in the day. The methods are: Extemporaneous, Speaking from Notes or Handouts, and Speaking from PowerPoint. **Actively Coached, Videotaped and Reviewed.**

## Day 2 – Skill Application

**Review Day 1 Skills:** A brief review of Day 1 begins Day 2.

### Delivery Skills

- **One-to-One Practice:** Each presenter practices delivering their presentation to a partner. This is done seated speaking either from their PowerPoint, script, notes, handouts or laptop.
- **PowerPoint Presentation:** Each presenter delivers a 5-minute presentation applying all the Day 1 skills. *Actively Coached, Videotaped and Reviewed.*
- **Seated, Speaking from Handouts, Notes & Tablet:** Presenters deliver a brief 1 to 2-minute presentation seated speaking from notes, handouts, or laptop/tablet applying all the Day 1 skills. *Actively Coached, Videotaped and Reviewed.*
- **Story:** Presenters learn the concepts that create powerful ‘stories’, and then dissect two examples of stories (one written and one video).
- **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.



## Day 2 – Skill Application (continued)

### Interacting With Your Listeners

- **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. *Actively Coached, Videotaped and Reviewed.*
- **Listen for the Issue and Rephrase Challenging/Confrontational Questions:** Presenters learn how to listen for the issue and then reposition the question, staying true to the issue (this is not 'spinning'). When done properly, this technique sets up a platform for the presenter to answer the question directly and enhance their credibility.
- **Prepare for Highly Confrontational Q&A:** A tool is introduced to prepare for highly confrontational Q&A. Depending on group needs and time, a media clip is shown of Joe Hinrichs (Ford, President of the Americas), creating and then staying on message under aggressive questioning.

### Final Exercise

- **Standing or Seated, Speaking from Notes:** Each presenter delivers a brief 3-minute or less presentation moving across the front of the room, speaking from an organized note format applying all the Day 1 skills. *Videotaped and Reviewed.*

### Program Evaluation, Retention Tools & Close