



Virtual **Executive Communication Skills** *Two 4-Hour Virtual Sessions on Zoom*

OVERVIEW

Our Virtual Executive Communication skills program is designed for small groups of professionals (regardless of level) looking to improve their communication and presentation skills.

Participants: Up to four participants per one coach.

Format: Two 4-hour Zoom sessions on back-to-back days.
This format can be customized.

Coaching is highly interactive and supportive. Participants will own and use the skills immediately through the combination of expert coaching, layered skill development, and webcam recording and review.

All **webcam recording** is done through Zoom. Following each session, participants will receive private access to their webcam recordings.



Session One, Four Hours - Skill Acquisition

Initial Skills Assessment: Each participant is recorded delivering 90 seconds of a visual presentation to the group. The purpose of this is to 'see' and 'hear' themselves as others do. **Webcam Recorded and Reviewed Post-Session**

Executive Presence Skills

- **Focus (Eye Contact):** Participants learn an eye contact skill that helps them think more clearly and come across as confident, sincere, and engaging.
- **Natural Energy:** Participants learn a series of skills (for in-person and virtual environments) which include how to stand and move, what to do with their hands, how to control their vocal energy with volume, inflection, and pace. When managed, the participant looks and sounds more natural, comes across with more credibility, and delivers with passion, energy, and confidence. **Actively Coached, Webcam Recorded and Reviewed Post-Session.**

Message Organization

- **Consider your Listeners:** A worksheet is introduced to help participants consider how they might tailor their message to meet the specific needs of their audience.
- **Message Organization:** Participants are introduced to 'Know This', 'Do This', and 'Believe This' messaging formats. These are the three main reasons participants message to others. When they use one of these formats, they are applying logic to the flow of their information with their listener top-of-mind.
- **Forms of Influence:** The major forms of influence are introduced and the group discusses the power of using forms of influence in their own messages and presentations. A TED Talk video example is shared to demonstrate the power of using forms of influence.



Delivery Options

- **Tips for Creating & Presenting from PowerPoint (or other presentation software):** Problems and general best practices are shared around the use of visual presentation software.
- **Visual Presentation Delivery:** Participants learn about and practice how to effectively apply the Executive Presence skills and maintain a connection with their audience while delivering from a visual presentation. **Actively Coached, Webcam Recorded, and Reviewed Post-Session.**

Session Two, Four Hours - Skill Application

Review Session One Skills: A brief review of session one begins the second session.

Delivery Skills

- **Seated Delivery Skills:** Participants learn about and practice applying the Executive Presence skills from a seated position. They can use these skills during meetings, or if they deliver a formal presentation from a seated position. **Actively Coached, Webcam Recorded, and Reviewed Post-Session.**
- **Deliver for Four Minutes:** Each participant delivers their presentation for four minutes, applying all the skills they have learned throughout the sessions. **Actively Coached, Webcam Recorded, and Reviewed Post-Session.**
- **Story:** Participants learn a simple and powerful story framework, then watch an example video story followed by a group discussion of how the story was structured and why it works.
- **Establish a Viewpoint:** Participants learn and practice using a formula for sharing a viewpoint in under 30 seconds. This is a 'whole life skill' which they will use frequently in their professional and personal lives, most often in less formal settings.



Interacting With Your Listeners

- **Answer the Question Directly:** Participants learn to listen for the issue and answer the question first, before developing their answer. This directness will have them come across as credible and transparent. [Actively Coached, Webcam Recorded, and Reviewed Post-Session.](#)
- **Listen for the Issue and Rephrase Challenging/Confrontational Questions:** Participants 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 participant to answer the question directly and enhance their credibility.
- **Prepare for Highly Confrontational Q&A:** A tool is introduced to help participants prepare for confrontational Q&A.

Final Exercise

- **Standing or Seated, Speaking from Notes:** Each participant delivers a brief 3-minute or less presentation, speaking from an organized note format applying all the skills learned in the training. [Webcam Recorded and Reviewed Post-Session.](#)

Program Evaluation, Retention Tools & Close