



*Speak as well as you think*

## Our Commitment to You

Vautier Communications is committed to coaching individuals and teams to communicate critical internal and external messages. The outcome is that those who hear these messages 'act on them, understand them and/or believe in them'. The individual or team is seen as confident, professional and committed, earning listener trust and driving change.

## Improving Your Potential

When you '**Speak as well as you think**', you are described with words like:

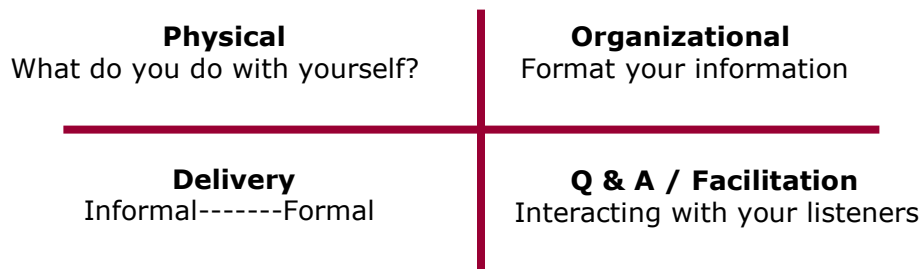
Credible	Natural	Passionate
Confident	Compelling	Clear
Interesting	Organized	Concise
Genuine	Professional	Charismatic

When you are described this way, you are communicating at a very high level. When this happens, the outcomes you can achieve include:

- **Creating Change**, by selling your ideas, products or services internally and externally and having your recommendations accepted. When what you say is listened to and acted upon you help drive organizational goals and objectives.
- **Sharing Information**, by clearly and concisely delivering news, updates and strategies. This is one of the key roles of a leader.
- **Leading Others**, by effectively sharing your organizations' vision, goals and strategies and helping others 'buy into them'.

## Your Own Personal Coaching Solution

### The Four Quadrants of Communication



## Physical

What do you do with yourself?

<b>Focus</b>	Confident
<b>Gestures</b>	Credible
<b>Movement</b>	Compelling
<b>Volume</b>	Professional
<b>Inflection</b>	Organized
<b>Momentum</b>	Interesting
<b>Non-words</b>	Sincere

We begin by coaching individuals on where to look, how to stand, sit, move, gesture and how vocal strength affects delivery.

When executed well, these adjectives are assigned to the speaker from their listeners. The speaker comes across as natural and genuine, as him or herself.

Next we work with organizing the message. We help you think about your audience.

Are you there to inform, persuade or inspire? You learn the critical forms of persuasion. You'll learn to organize your message so it flows well. Your listeners will see and hear the logic in it by solid transitions.

## Organizational

Format your information

Consider your **audience**

Determine your purpose:

**Know This**

**Do This**

**Believe This**

Create **persuasive evidence**

Organize **flow, logic & transitions**

## Delivery

Informal-----Formal

**Extemporaneous**

**Notes**

**PowerPoint**

**Script/Prepared Text**

**Internal Video**

**Web Delivery**

**TelePrompTer**

Next we help you determine the delivery method from extemporaneous, or speaking off the cuff, to the most formal, delivering from a prepared text or TelePrompTer.

We then coach you to apply the physical skills to your preferred delivery method using the message you just organized.

We finish with Q and A and interacting with your listeners. You'll learn to answer all questions directly and rephrase hostile questions.

When you can't answer directly, you learn how to identify the issue & deliver a defensible response.

## Q & A / Facilitation

Interacting with your listeners

Information Q & A: **Answer question directly**

Hostile Q & A: **Rephrase & answer**

Establishing **Viewpoint & Responses**

Handling questions of interest

Handling Objections

# The 'Layering' Process

Our coaching is highly interactive. You learn by doing. We use a 'layering' process of short skills briefings followed by demonstrations. Participants then apply that skill and are coached 'real-time'. DVD videotaping of skills application occurs numerous times over each session and the disks are reviewed privately. This is how skills can be developed so quickly.

Best results occur when the group or individuals being coached are working from their own message or presentation which is critical to their function and the organization.

## Coaching Settings

**Group Coaching** of 3-10 can be conducted over a 1-2 day period.

**Individual Coaching** can take place over a full day, part day or scheduled sessions over time. 1-3 individuals can be coached within a given session.

## We Prepare Your

**Executives for:** Wall Street guidance, merger/acquisition announcements, annual meeting preparation, board of director meetings, industry speeches, vision speeches, media preparation, crisis communications, internal videotapes

**Managers for:** Announcing new initiatives, updating internal management, client meetings/presentations

**Sales Teams for:** Capabilities presentations, final client contract presentations, new product launches, technical presentations

**Engineers & Technical Support for:** Making technical presentations understandable

**All Business people: for effective communications which drive their business results.**

## Our Areas of Expertise

Executive Communications Coaching  
Presentation Skills  
Sales Presentation Skills  
Curbside Coaching for Sales Mgrs.  
Delivering Web Presentations  
Organizing Messages  
One-to-One Communications

Media Skills Coaching  
Conducting a Press Conference  
Crisis Communications Coaching  
Delivering Testimony  
Delivering Bad News  
Speech Coaching  
TelePrompTer Coaching

Communicating Across Cultures

## Select List of Group Coaching Conducted

UPMC (University of Pittsburgh Medical Center)	Executive Coaching, Media & Presentation Skills
CCH	Delivering Webinars
Holcim (US), Inc.	Media Skills for Plant & Environmental Managers
Heitman	Pitch Book Presentations
Lear Corporation	Media Skills
Pearson Reid London House	Developing & Delivering a Value Proposition
Pearson Digital Learning	Client Presentations & Implementation Training
Alcon Labs	Enhanced Sales Training Skills
CAEL	Presentation Skills
Motorola	Delivering Technical Presentations
Molex	Executive Communications Coaching
Moore Business Forms	Customer Presentation Center Presentations
Oakwood Healthcare	Crisis Communications
Ford Motor Company	Executive Communications Skills
Mesirow Financial	Board Room & High Net Worth Presentations

## Select Senior Executive Coachings Conducted

Vice Chairman, General Motors	CFO UPMC
CEO (4 of last 5) Ford	CFO Cinergy
CEO Molex	CFO General Motors
CEO Oakwood Healthcare	CFO (previous) Ford
CEO Morton-Thiokol	CFO (previous) Lear Corporation
CEO (previous) Detroit Medical Center	CFO (previous) Delphi
CEO (previous) Henry Ford Health Sys.	CIO Nationwide Insurance
CEO (previous) Visteon	CIO (previous) Ford
President (previous) Motorola	Sr. V.P. Human Resources UPMC
President the America's J & J	V.P. H.R. DTE Energy
President Molex	General Auditor DTE Energy
President Business Markets Cingular	Managing Partner, MarcusThomas LLC
President American United Life	Managing Director Wachovia Securities
President Manitowoc Crane	EVP Client Services & Marketing
COO UPMC Cancer Centers	Heitman
CFO Oakwood Healthcare	

## Client Testimonials

**Chairman:** "It was excellent. Thank you. Suggestions would be to do our group in a slightly smaller size which would allow for a little more instruction & coaching. Otherwise, just fine."

**CEO:** "Outstanding. Session really brought to light my bad habits. I would like to use you for my consulting group."

**President:** "I thought John was a great teacher. The session was invaluable."

**Senior V. P. Human Resources:** "Great session. Your idea and way of presenting the topics/issues are right on target. Time flowed very well – made 3 hours seem very quick. Thanks."

**Vice President, Client Services & Marketing:** "Outstanding—I was pleased with it in every respect."

**Director Engineering:** "It was very beneficial. I do interact with customers & reporters on a regular basis and this training has given me the tools to use to be more effective in my response."

**Assistant Director of Finance:** "I found the training to be very informative and extremely helpful. I was very nervous about being taped, but admit it really helped seeing myself as listening/forming my talks. I plan to use the skills I've learned and hopefully I will handle speaking in front of others much better."

**Manager, Global Sales Training:** "Excellent exercise in professionalism. John is a very dynamic speaker and teacher, which is why I would highly recommend."

**Mid-Atlantic District Manager:** "This was excellent for the Mid-Atlantic Team. The presentations were fun, non-threatening, and educational. I personally gained confidence and specific techniques to use when working with my team, clients, & colleagues. THANK YOU!!!"

**Sr. Manager, Configuration & Support:** "I loved this training. It brings you back to reality that perception is reality. You learn small items that can make a big impact."

**Plant Manager:** "Excellent additional exercises to introductory experiences in media training. Detailed presentation skills coupled with media skills techniques were particularly helpful."

**Environmental Manager:** "I thought this session was fantastic and provided a great overview of actions crucial to successful media relations."

**Training Manger, Leadership Development:** "Very meaty. Excellent real time feedback. Excellent life applications video sessions. Excellent feedback individually. Great energy & pace. Trainers that thought they could not learn more communicated, 'I'm learning'."

**Chapter Operations Business Manager:** "I attended the Carnegie training course and did not get anything out of it. This one course has made a difference in what I need and how I need to accomplish my goal to becoming a better speaker. Absolutely awesome!!!"

**Senior Fraud & Abuse Specialist:** "Great...it made me focus on my weakest areas. It made me more confident with public speaking."

**Research Market Support Rep.:** "This was an excellent class, touching on the essential aspects of my job as a trainer who gives Webinars. It made me aware of several techniques I will use to strengthen my webinar presentation skills. It was a class that was clear and to the point."

**Program Coordinator:** "Being able to watch video clips really allowed me to process your feedback and incorporate suggestions into subsequent presentations. I was amazed to actually see improvement in such a short period. The small group format was really wonderful—kept things casual, with focus on improvement rather than immediate performance. Thank you."

**Account Executive:** "Excellent, practical, useful information that can be used immediately. Format was engaging and non-threatening. I definitely feel this course will help me be a more powerful presenter."



V A U T I E R  
COMMUNICATIONS

## Company Profile

**Vautier Communications** incorporated in May of 2004. We are dedicated to the 'Business Communication Skills' space. We coach individuals and teams to communicate critical internal and external messages more effectively. These skills will help drive your business goals and grow your company.

We pride ourselves on cutting edge technology, individualized service, and unique retention tools at a very competitive price. We are easy to work with and value a strong and lasting client relationship over time.

**John Vautier** is President and founder of Vautier Communications, Inc. He spent the first 20 years of his career in this field with an industry leader, Communispond, Inc. In that role, John sold and delivered communication skills to hundreds of key executives at Fortune 500 companies as well as smaller companies and individuals. Today, with over 500% annual growth, clients come from a wide span including Healthcare, Industrial Manufacturing, Educational Services, Automotive, Technology and Utilities.

Key accomplishments include:

- ❖ Coached 4 CEO's of one of the nation's leading auto manufacturers
- ❖ Trained an existing sales force for successful pharmaceutical product launch
- ❖ Prepared the president of a major cell phone manufacturer for quarterly Wall Street guidance meeting
- ❖ Coached executives to deliver testimony to the Rodgers Commission after shuttle disaster
- ❖ Featured speaker at Yellow Pages Association & Investment Management Consultants Association meetings

### **Executive Coaching Staff**

Our staff of Executive Coaches come from all walks of life including V.P. Sales and Customer Service, Ph.D. Academics, Hospital Administrators, Plant OD/HR Managers, and TV Anchors. Together we have over 180 years combined coaching experience at both public and private companies located in the U.S. and globally. The common thread between all of us is quality and consistent coaching instruction, always meeting the client where the client is and a tremendously gracious culture which we bring to you.

### **Senior Administrative Team**

Our senior admin team is highly responsive, extremely gracious, customer focused, has great attention to detail and personally committed.