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# Executive Communication Coaching

## PROGRAM OVERVIEW AND OUTLINE

**Overview:** Our Executive Communication Coaching program is designed for small groups of executive-level professionals, delivered by a C-level Coach.

**Number of participants:** 2 - 4 executives.

**Format:** 2 half-day (3-4 hours) sessions, ideally with a minimum of 12 hours between sessions.

**Coaching** is tailored to each executive in the program, based on the purpose, content, venue, and desired outcome for their presentation or speech.

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.

## Session 1 – Skill Acquisition

**Initial Skills Assessment:** Each executive is videotaped delivering the initial 2-3 minutes of a message he or she will be delivering. The purpose of this is to ‘see and hear themselves’ as others do. **Videotaped & Reviewed.**

### Executive Presence

- **Focus for Confidence:** Executives learn a skill which helps them think more clearly and come across as confident, sincere and engaging.
- **Natural Energy:** Executives 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 executive looks and sounds more natural, credible and interesting. Their Executive Presence increases. **Actively Coached, Videotaped and Reviewed.**

### Message Organization

- **Consider your Listeners:** A brief worksheet is introduced which helps each executive think through who his or her audience is so that the message can be tailored to their listeners.
- **Organize your Message:** Executives 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 to executives along with the universal formula for sharing a story, example, personal experience or case study. Executives are then encouraged to implement them into their messaging.

### Delivery Options

- **Options for Delivery:** We cover the most common methods of delivery and how to blend the message content with the physical presence skills practiced earlier in the session. The methods are: Extemporaneous, Speaking from Notes or Handouts, Speaking from PowerPoint, Prezi, Speaking from a Prepared Text or Speech, TelePrompTer, Webinar or across a TelePresence platform. **Actively Coached, Videotaped and Reviewed.**

## Session 2 – Skill Application

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

### Delivery Skills

- **One-to-One Practice:** Each executive practices delivering his or her presentation to a partner or the coach. This is done seated speaking either from their PowerPoint, script, notes, handouts or laptop.
- **PowerPoint Presentation:** Each executive delivers a 4-minute presentation applying all the Session 1 skills. *Actively Coached, Videotaped and Reviewed.*
- **Seated, Speaking from Handouts, Notes & Tablet:** Each executive delivers a brief 2-minute presentation seated speaking from notes or handouts or Tablet applying all the session 1 skills. *Actively Coached, Videotaped and Reviewed.*
- **Story:** Executives learn the concepts that create powerful ‘stories’, and then dissect two examples of stories (one written and one video).
- **Establish a Viewpoint:** Each executive 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.



## Session 2 – Skill Application (continued)

### Interacting With Your Listeners

- **Answer the Question Directly:** Executives 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:** Executives 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 executive 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. A media clip is shown of Joe Hinrichs (Ford, President of the Americas) creating and then staying on message under aggressive questioning.
- **Standing or Seated, Speaking from Notes:** Each Executive delivers a brief 3-minute or less presentation moving across the front of the room, speaking from an organized note format applying all the skills. *Videotaped and Reviewed.*

### Program Evaluation, Retention Tools & Close