

Presentation Coaching



Every presenter's objective is to make a strong connection with listeners, get his or her point across, and move people to take desired action. The reality is that fewer than 30 percent of presenters are actually successful.

Our Presentation Coaching is designed to help presenters of all kinds, from beginners to highly experienced, move their skills forward to a higher level of professionalism and expertise. Numerous coaching tools, including extensive videotaping and various types of feedback, are used to identify each presenter's speaking persona and to modify negative behaviors that are limiting the presenter's ability to connect with people.

We use a flexible, three-phase process which maximizes learning, introduces new skills and reinforces behavioral change. Presenters in each phase receive highly specialized, individual attention and are given a set of follow-up recommendations for improving delivery and content. If you want to experience immediate and lasting improvement in your ability to connect with audiences of all types and sizes, this is the coaching you are looking for.

Phase 1—Video Feedback Coaching

Phase 1 is one-on-one coaching with strategic video feedback. This helps us identify the presenter's signature speaking persona, which enables us to customize the coaching process to maximize a person's potential as a presenter. Each presenter is videotaped up to a dozen times and receives both subjective and quantifiable feedback through the use of our exclusive Presentation Score Card.

We concentrate on four strategic areas in Phase 1. Each one is critical to making successful

presentations.

- *Setting*, perhaps the most basic skill area of all, has to do with things like room arrangement, seating, lighting and sound. Experienced presenters know how critical details like these are to a successful presentation.
- *Content* is about what a presenter says. Openings, closes and how a presentation is organized have a lot to do with how a presentation turns out. So do the number and types of personal references the presenter makes and how well he transitions

from one key point or idea to another.

- *Connection* has to do with how well a presenter grabs and holds the attention of the audience. We coach presenters to master twelve critical skills that determine the quality of connection they make. Nothing is more important than establishing and maintaining a strong connection with an audience.
- *Mechanics* is mostly about eye contact, body movement and vocalization. Some mechanics are more obvious than others but all are important to making a successful presentation.

One of the great benefits of one-on-one Video Feedback Coaching is an increase in the presenter's confidence level. As a presenter's competence rises, so does his or her confidence. Confidence is critical in establishing trust with others and persuading them to do what you want them to do.

Phase 1 is one day.

Phase 2—Advanced Skills Coaching

Advanced Skills Coaching is offered either one-on-one or in small groups of two-to-four persons, each of whom has completed Phase 1. For strategic reasons, people from different companies are not grouped together. If you are the only participant from your company, your coaching is one-on-one.

The emphasis in Phase 2 is on learning and internalizing new skills. Videotaping and strategic feedback are again used to help each presenter continue improving his or her competence and confidence levels.

Specific outcomes in Phase 2 include:

- Learning to make presentations without a script or the extensive use of notes.
- Developing multiple openers and closes for

the same core presentations, to keep presentations fresh and make them relevant to different audiences and situations.

- Knowing how to make effective use of connective devices, such as: stories, humor, analogies and mental pictures. Each device helps presenters connect emotionally and build trust with various types of audiences.
- Learning how to appropriately use timing and transitions, two of the most misunderstood components of effective presenting.

Phase 2 is one day.

Phase 3—On-the-Job Coaching

Phase 3 coaching is highly specialized and takes place on location in the participant's environment. A coach travels with each presenter for at least one day and observes as he or she makes presentations to customers and clients. Individual coaching takes place following each presentation. Our exclusive Phase 3 Presentation Score Card and audience analysis tool are used to provide both subjective and quantifiable feedback in eleven areas of presentation effectiveness.

On-the-Job coaching is highly effective because it enables us to observe the audience as well as the speaker. Phase 3 coaching is valuable for salespeople making presentations to customers, managers presenting to their teams, and executives speaking to a variety of audiences. The payoff is usually huge at this level of coaching.

Phase 3 Coaching is one or more days.

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



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