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Executive Coaching

"If the CEO doesn't appear to be a good communicator, we don't fund the company."
– Ann Winblad, VC

"It was astonishing how quickly I got positive feedback. The ROI has been tremendous."
– John Kispert, CFO, KLA-Tencor

"I should have done it sooner. Don't procrastinate ... add PowerSpeaking® to your 'To Do' list!"
– Chris van Ingen, Sr VP & G M, Agilent Technologies

Four Steps to Becoming a Good Communicator

- Step 1: Content - Know your audience. Executives speaking laterally or downward in the organization use stories, metaphors, and analogies. Speaking upwards requires getting immediately to the point, reducing stories, and making data crisp.
- Step 2: Visual Aids - Reduce dependence on slides. "The best executives use narratives, not PowerPoint, to inspire." Fortune Magazine, November, 2001
- Step 3: Style - Develop a commanding presence through strong delivery style.
- Step 4: Audience Participation - Think "Dialogue" rather than "Presentation."

"The orals went great. I offered the more interactive dialogue format and it was immediately accepted. Thanks for your coaching, it was insightful and helped us tremendously. "
– MB, Lockheed Martin

Our coaching helps executives master all four steps of these critical senior level communication issues. Grounded by over 20 years in the field of presentations and our innovative research from our Speaking to the Big Dogs DVD, we have confidence in knowing exactly what works at the top level.

Format

Executives have no time to waste. So, our coaching is intense, focused, and timely. People come to coaching with specific issues to work on. Usually, the executive has an urgent presentation coming up which provides the needed focus.

Coaching sessions are held at our studio in Redwood City, or at the client's corporate site. Sessions are usually scheduled for two to four hours.



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Executive Coaching Feedback:

"One individual came up to me later in the evening and said it was the best session of the event."
– BR, Cisco Systems

"The GM said, 'Great job. I understood exactly what you wanted me to and it was clear and concise' Then, the CEO asked me to run the division that I am currently heading marketing in. I owe you one."
– MM, KLA-Tencor

"Everyone said I was one of the best speakers there. I also received six job offers as I was walking off the stage. Thank you again for all your help."
– JG, Colliers-Parrish Real Estate

"My contact informed me that of all the information which the CFO heard from all of the competitors, he remembered my story. This account will result in about \$800K over a two year period."
– MM, Getthere, Inc.

"You've helped me in a way that will last forever."
– BE., Northwestern Mutual

"Everything discussed in the 'Speaking to the Big Dogs' program happened to me: my time was cut in half; of my 70+ slides I used only 5; I made my first line my bottom line; and I used the 'B' key to focus the executives' attention on my close. The result was superb, I got exactly what I requested."
– PH, Network Appliance