



Speaking to the Big Dogs Program

Speaking well to top-level executives can enhance careers and get projects funded...or not.

The problem is, little is known about what works or doesn't work with C-Level executives, or in the Board Rooms of Corporate America. In our Speaking to the Big Dogs (SBD) program, we help mid to senior level managers discover the secrets of speaking to the top of any organization. When careers hang in the balance, projects require approval or hard decisions must be made, knowing what works with executives is essential.

Our Speaking to the Big Dogs training program incorporates the advice of the 17 top-level executives we interviewed for our DVD by the same name.

In this video-based training program you will learn and practice the strategic skills of putting together a presentation that meets the approval of top executives. Hint: make your first line your bottom line.

With lots of small group practice, you will also learn how to "ride the bull" in the boardroom. You will learn, for example, how to manage some of the inevitable, difficult distractions like: executive food fights, turf wars, challenging questions, having your time cut, or executives checking their email during your presentation. Equally important, you will learn how to create dialogue and interaction for quicker decisions. Expect a program of new insights and finely-honed skills.

- Topics:**
- Presentation design strategies
 - Personality dynamics of the Big Dogs
 - Understanding process issues
 - Identifying the three major types of distraction
 - Riding the Bull - how to manage the process and senior level distractions
 - The Elevator Pitch
 - Listening skills
 - Handling challenging questions
 - Doing homework - preparation for the Big Dogs
 - Style analysis of each person's strengths and weaknesses in delivery
 - Correcting style problems and building on style strengths

Process: Multiple video tapings / private coaching sessions

Size: 8 participants

Audience: Anyone who needs to speak "up" in their organization

For More Information

- Mary McGlynn, mary@powerspeaking.com
- Moira Kavanaugh, moira@powerspeaking.com
- 1-800-828-1909