

## Talking to the Top Brass®

In this 16-hour workshop, participants receive extensive personal coaching to increase their executive presence and improve their delivery style to engage an executive audience. Additionally, attendees will focus on developing presentation content suitable for executive discussions and decisions. They'll also practice responding to questions clearly, succinctly, and authoritatively. Customized exercises give participants first-hand experience in one-on-one, small-group, impromptu, and sit-down interactions. Participants will deliver eight presentations and receive feedback from peers, instructor, and video. All exercises are job related.

### Key Objectives

- Increase rapport and executive presence
- Craft messages to sell ideas and projects to senior executives
- Design and use visuals effectively
- Use a dynamic delivery style to engage executive groups with short attention spans
- Respond to questions clearly, succinctly, and authoritatively
- Generate ideas and facilitate discussion among strong personalities
- Respond to the ten most difficult questions with poise and credibility

### Who Should Attend

Anyone who presents key ideas and messages to executives and others

### Materials/Texts

Participants will receive two Dianna Booher books, *Speak with Confidence: Powerful Presentations That Inform, Inspire, and Persuade* and *The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know* (both published by McGraw-Hill) and a presentation planner for use as a back-on-the-job reference, along with job-aid cards.

### Class Size

Up to 10 participants