



What you say matters.
How you say it matters even more.

CASE STUDIES: Media Training

Microsoft: VP of Military Affairs Spokesperson Coaching	Twilio: Team Conference Spokesperson Training	Gemalto: Team Media + Exec Panel Presentation	Mercy Corps: Exec Spokesperson Refresh
<p>The Request: With an increasingly visible role, the PR team knew this VP would be engaging in increasingly frequent media interviews. His past experience was strong but speaking on behalf of Microsoft required a specific approach.</p> <p>“Exec Spokesperson Coaching”</p> <ul style="list-style-type: none"> • 1:1 Coaching: Using on-camera testing and mock interviews, we showed this VP how to combine his natural style with the current Microsoft messaging. • The Tough Stuff: Strategic interview management techniques such as bridging, flagging and narrative path were practiced in the context of upcoming interviews. • Presentation Polish: The PR team asked us to leverage this exec’s time to ensure he also got a refresh on presentation, including confidence, non verbal communications and audience engagement techniques. <hr/> <p>“He really nailed the interview last week - thank you!”</p>	<p>The Request: The PR team was seeking to build out its spokesperson bench for its annual SIGNAL conference and wanted to ensure the bench of spokespeople was as strong as possible.</p> <p>“Spokesperson Survival”</p> <ul style="list-style-type: none"> • Message Mastery: On-camera, scenario-based interviews ensured an intensive practice-based approach to mastering advanced media engagement techniques, including bridging, flagging and landing great sound bites. • Confidence & Composure: The team learned techniques to convey confidence and composure in an interview. • Owning & Driving: The team learned and practiced a range of elements of owning any communications scenario and got practice proactively guiding the discussion. • Concise: The team applied PrepTalk’s “Flight Plan” technique in articulating the Twilio message. <hr/> <p>“Kirsten is training our executive team and has received glowing feedback from some pretty tough folks.”</p>	<p>The Request: This Austin, TX-based software company needed 20 sales reps to learn the essentials of being a spokesperson. At the same time, the Regional VP needed exec coaching on panel presentation skills.</p> <p>“Spokesperson Bootcamp”</p> <ul style="list-style-type: none"> • Spokesperson Skills Testing: We assessed the team’s readiness for a spokesperson role and taught them the fundamentals of working with the media. • The Tough Stuff: They learned a range of control techniques to manage and drive interviews. • Exec Panel Coaching: This Regional VP extended his already strong speaker skills into a panel presentation context, refining his onstage presence and audience management techniques. <hr/> <p>“He did GREAT! He was really good on the panel and go his messages out. I will say one time I could tell he was using the landing technique and I think it really paid off. He also has continued to say how helpful the time we spent with him was so thank you again!”</p>	<p>The Request: Mercy Corps’ lead executive and primary spokesperson wanted to ensure their skills were as strong as possible. They set aside a few hours to review their skills.</p> <p>“Spokesperson Obstacle Course”</p> <ul style="list-style-type: none"> • Spokesperson Skills Testing: We assessed the execs’ skills in the areas of being concise and controlling the narrative. • Storytelling Intensive: The execs practiced incorporating both micro and macro stories into the context of media engagements, rather than the presentations they usually did; • Non Verbal Communications: We practiced vocal technique, body language, presence and phone/ audio-only interviews and presentations. <hr/> <p>“Thank you so much! It was great to see what I’ve mastered and the work that I still may want to do. Really excellent use of time and now I know what to do moving forward.”</p>