



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

## CASE STUDIES: Presentation Training

Nike: VP emcees global online event	Segment: Founder increases credibility	Waggener Edstrom: Team Presentation Polish	Leupold & Stevens: Team “3D Presentations”
<p><b>The Request:</b> This accomplished speaker was faced with a new challenge: Emceeding a global event broadcast to thousands of employees around the world. Staying confident and managing the stage and event were key.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Assessment:</b> We analyzed past speeches to ID best muscles to apply to this event;</li> <li>• <b>Phased Rehearsals:</b> Practiced content while refining body language, stage presence, video/tech considerations and global cultural communication;</li> <li>• <b>Camera Review:</b> In-the-moment coaching during on-camera practice allowed the speaker to adapt verbal and nonverbal choices.</li> </ul> <hr/> <p><i>“Thank you so much for the meetings and tips leading up to the event. I think the audience really enjoyed our speaker and the event, which was most important part!”</i></p>	<p><b>The Request:</b> This young startup founder wanted to increase his credibility and confidence for the many presentations he knew would be coming down the pike.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Build Self Awareness:</b> We worked to ensure this executive had a good sense of how he was currently coming across, and compared/contrasted with some industry peers to find a north star for his presentation persona.</li> <li>• <b>Deep Practice:</b> Skills testing let us dive deeply into building clear and compelling content, and on-camera practice tuned his credibility while staying authentic</li> <li>• <b>Real-World Content:</b> We focused the intensive practice in the context of his current, planned and aspirational speaking engagements. Practice covered content and non verbal skills.</li> </ul> <hr/> <p><i>“I wanted to thank you again for your help with my presentations. I just presented at our first user conference and it went really well! We got some good feedback, and I have to say, the help you gave me was invaluable!”</i></p>	<p><b>The Request:</b> Members of the agency’s consumer PR team wanted to hone their presentation skills to increase confidence and credibility in client and new business presentations.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Skills Testing:</b> Pre-workshop and in-class testing revealed speakers’ unique strengths and challenges, laying the foundation for personalized content.</li> <li>• <b>Pitch Practice:</b> Group and 1:1 elevator pitch delivery practice covered techniques for conveying credibility and confidence, along with learning the PrepTalk Flight Plan.</li> <li>• <b>On-Camera:</b> Challenging and intensive on-camera practice, with in-the-moment coaching and adjustment to translate speaking skills to muscle memory</li> </ul> <hr/> <p><i>“We were all so pumped after our session with you yesterday. In fact, Nicole found herself acting on many of your tips today in one of her meetings with clients. Talk about immediate impact!”</i></p>	<p><b>The Request:</b> The company wanted its sales teams to understand how to build a presentation from the ground up, how to build excellent slides and how to deliver with confidence.</p> <p><b>The Program:</b> This three-phase program was delivered to a team of approximately 15 employees over a period of three weeks.</p> <ul style="list-style-type: none"> <li>• <b>Develop:</b> This first session walked participants through what makes for a great (and bad) presentation, and learned how to frame and focus their content into a cohesive narrative storyline.</li> <li>• <b>Design:</b> Now armed with specific presentation content, the group learned the Dos and Don’ts of visual/slide design, practicing how to represent data visually and when to use slide alternatives.</li> <li>• <b>Deliver:</b> Bringing all the elements together, the team breaks into smaller groups for on-camera testing, working through presentation nerves, demonstrating confidence and to effectively engaging an audience.</li> </ul> <hr/> <p><i>“This has been some of the most valuable training I have ever had.”</i></p>