



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

## CASE STUDIES: C-Suite/Executive Training

Incoming CFO: Presentation Polish	Startup Founder: Conveying Credibility	CEO: Serving As An Example	Government Agency VP: Keynote prep
<p><b>The Request:</b> While fully steeped in the financial element of the role, this PNW company's new interim CFO was newly faced with the additional investor/media spokesperson role.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Assessment:</b> A thorough assessment of the exec's existing skills, combined with an analysis of past investor calls, gave us a good sense of what to work on.</li> <li>• <b>Phased Rehearsals:</b> This exec impressed us with his realization that these skills are not adopted in one fell swoop, and agreed to a six-week program that allowed him to refine his approach and messaging over time and in the context of his everyday role.</li> <li>• <b>Camera Review:</b> In addition to review of a variety of audio practices, we increased the exec's ability to shift his approach n-the-moment by providing stop-start coaching during on-camera practice. This gave the speaker the increased self-awareness to adapt verbal and nonverbal choices seamlessly.</li> </ul> <hr/> <p><i>"Even just a few hours of this practice made a big difference!"</i></p>	<p><b>The Request:</b> The founder of a Bay-Area startup was thrust so quickly into the world of keynotes and industry conferences that he knew his youthful persona was both a blessing and a curse in speaking about the company vision. He signed on for a six-week program to build his confidence and credibility in speaking both to media as well as other industry leaders.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Intensive Practice:</b> We began with some baseline skills testing to identify not only his strengths and weaknesses, but helped him refine his content into something clear and compelling. The over-time nature of the on-camera practice ensured he stayed authentic while amping up his gravitas/credibility.</li> <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>Real-World Content:</b> The challenging on-camera practice was in the context of his current, planned and aspirational speaking engagements. Practice covered content and non verbal skills.</li> </ul> <hr/> <p><i>"I use these skills every day and I can't let another day go by without telling you how invaluable this was."</i></p>	<p><b>The Request:</b> The CEO of this PNW-based consultancy had heard for years how compelling he was as a speaker, yet he knew there were times he "fell down" and wanted to gain more mastery of his presentation skills.</p> <p><b>The Program:</b></p> <ul style="list-style-type: none"> <li>• <b>Skills Testing:</b> We dug into learning about this CEO's unique strengths and challenges by not only analyzing past presentations, but by putting him through an intensive round of baseline testing to get at where any "weak" spots might be. This assessment laid the groundwork for the bespoke program we created for him.</li> <li>• <b>Team On-Camera:</b> This CEO wished to demonstrate to his leadership team the importance of these skills, so he invited his leadership team to join in some of the on-camera practice. This not only conveyed a value of lifelong learning, but created a safe space for the other executives to refine their own skills.</li> </ul> <hr/> <p><i>"We all walked away from our session absolutely eager to get better and better. My keynote was the next day and I can't tell you how much more powerful I felt in engaging that audience!"</i></p>	<p><b>The Request:</b> This former leader within a large government agency was seeking to refine a keynote stump speech they could use to speak at industry events.</p> <p><b>The Program:</b> We worked together over a span of 2.5 months to help refine and shape this speech, which had begun as a somewhat dry agency presentation, and ended up as a colorful and engaging keynote that has since been delivered at many events.</p> <ul style="list-style-type: none"> <li>• <b>Develop:</b> We helped tune the speech's tone away from one intended to be read, to one intended to be heard. This meant adding metaphor, audience engagement and shifting word choice toward a more compelling, story-oriented keynote.</li> <li>• <b>Delivery:</b> Being relatively new to presenting on large stages, the executive learned about the elements of owning the stage and engaging the audience, through both verbal and non verbal techniques.</li> </ul> <hr/> <p><i>"Thanks again for your guidance to cross the finish line! New speech, new arc &amp; pro tips on audience engagement. Wow! Many stopped to say that I did a great job, &amp; that my speech inspired them to think differently."</i></p>