

PRESENTATION COACHING INSTITUTE

Coaching Professionals to become more Powerful Presenters

Are Your Presentations Having The Impact You Want?

How you present yourself to any audience, whether two or two hundred listeners, is critical to your success or failure...the stakes are that high.

Lost business opportunities and feeling stuck in your career can be things of the past if you take advantage of a few simple tools!

Each time you present is a career changing opportunity...yours for the taking!

All it takes is just a few simple steps that can be easily learned to help you speak more effectively, conduct meetings in a more powerful manner, and make business and sales presentations with more command and power!

Powerful presentation skills, the ultimate success tool for professionals!
Our personalized presentation coaching programs and workshops are designed for top and mid-level professionals to realize their full potential as more effective communicators. A supportive coaching approach designed to nurture individuals at a pace that benefits them

The Presentation Skills program – Presenting with Impact & Integrity™

Raves: ...I learned more about presenting and delivering a point in the first 30 minutes of your course than I have in my whole professional career.

I changed the way I present almost 100%.
I utilize the skills and written/CD material on an ongoing basis.

More raves:...the best skills class I have ever been to in my professional career. It is something you can keep with you to use year over year rather than a motivational skills class where the skills start to fade away over time.

*J.M., Certified Master Presenter
Unisource Worldwide*

More raves:...your program was amazing, I implemented five presentation techniques almost immediately after the program...if I'd only taken this course years ago ...I can say....THIS STUFF ACTUALLY WORKS!!!!...thanks for the powerful coaching Richard."

O.C., MIP Recipient, Most Improved Presenter

More raves:...followed your template in a presentation made today...used action steps, got the results. Less is definitely best! Total meeting with customer was 1 hour, including Q&A...you have a convert...

P.T., Certified Master Presenter

More raves:...your 'Coaching' sessions were the most productive, useful training that I have attended in my 20 years of business experience. The big difference is that you do not lecture, by having your attendees participate from the opening bell; you retain much more than sitting in a room taking notes for 2 days. By giving us homework over a 6 month period it forced us to keep front of mind what we learned...

More raves:...my reps that have attended your session now incorporate the presentation selling techniques learned from you on a daily basis. Our reps appreciate the investment we made in them by having them attend your high level Coaching session.

C.R. , Certified Master Presenter

More raves:...the training you gave us has to be the most valuable training I ever received!...the presentation techniques were easy to implement and felt very natural through the valuable peer coaching modules...not often have I come away from a program with memorable learning experiences that I could immediately apply without having to go back to course materials...

S.D., Certified Master Presenter

More raves:... "Thank You" for presenting your services to our corporation! By doing that, I was able to participate in your program. I hope that in the near future to attend the next level of presenting skills and become a Power Point expert. I am having a hard time getting my class presentation out of my mind. That's all I could think about on the flight home. While drilling down, I discovered about 12 things that I would change or add. The bottom line is rehearse, rehearse, and then rehearse again. Thanks Richard

E.H., Account Executive

More raves:...your system is great! I travel with the binder in my car to keep this process fresh in my mind. I just used your presentation skills in small claims court and won!

P.S - I want to thank you for teaching me these great skills which I utilize in each presentation. I keep your binder right next to my desk in plain view.

Corporate (anonymous)

... I have learned more in the 2 day course on how to focus a presentation to the customers needs than I have learned in my 11 years of Sales & Management experience

B.K., Divisional Sales Manager

More Raves: "Richard Peterson's course, unlike many others, left a lasting impression on those that participated. We continue to utilize what we learned on a daily basis when preparing and delivering improved presentations to both internal and external customers. I highly recommend Richard because he brings results."

S.C., Regional Vice-President, Unisource Inc.

More Raves: "...from the subtleties of daily client interactions to formalized presentation settings, Richard helped our team understand and build on our strengths and gave us useful insights that we were able to apply immediately."

More Raves: ..."Richard helped our presentations become more effective communication vehicles that are fully informative and simultaneously completely engaging for our audience."

T.A., Vice-President, theadlibgroup

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905.887.6876

Presenting with Impact & Integrity™

Powerful Presentation Coaching Elements - Outline

Your Image: The introduction of yourself, working on physical skills to look and feel more comfortable with confidence.

Your Story: You will see yourself relaxed and animated, using a conversational tone. Vocal inflection and physical presence will be evaluated.

Business Presentation: Introduction of the structure model. This format emphasizes the importance of audience benefit statements and will assist you in making your presentations more interesting and persuasive.

The Keys to Effective Delivery: Voice Quality, Physical Presence, and Audience Interaction

Business Presentation with Visual Aids: Combination of the physical and structural skills you learned to deliver powerful and complete presentations.

Powerful Platform Skills: Movement and Gestures, Using Notes and Technical Equipment and Interacting with Visuals

Impromptu Model: Learn to think and respond quickly on your feet.

Q & A Session Model: Effectively handle challenging Q &A's, learning to respond professionally without defensiveness or reaction.

Presentation Coaching Benefits

Personalized attention for your style

Peer to peer coaching support

Transfer nervous energy into positive energy

Use proper movement for your personality

Be persuasive and use customer-focused language

Show yourself as more relaxed and natural

Gain control with physical stance and gesturing

Increase your vocal variety

Read and respond to feedback from the audience

Improved use of visual support

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Coaching Components

Speech Preparation, High Impact Communication and Presentation Development

Developing proven routines and techniques to exhibit more confidence	Establishing more credibility and mutual respect with internal and external customers
Motivating and maintaining audience control	Preparation and rehearsal techniques that build confidence and ensure professional delivery
Avoid the biggest presentation blunders	Overcome fear and anxiety when speaking to peers or large audiences
Effective pacing of a presentation	Appropriate use of humour and anecdotes
Develop an 'Impact Statement' in your next presentation	Get rid of boring and conventional presentation openers
Developing dynamic opening remarks	Using techniques to logically organize and present ideas and concepts
Using confident body language, gestures and eye contact	Positive and powerful voice projection
Developing professional responses to frequently asked questions	Fielding questions with confidence and integrity without defensiveness or reaction
Mastering the use of visuals in presentations	Handling microphone and podium situations with eloquence
Preparation of slides, visuals and hand outs	What to do when you can't plan, use simple techniques for impromptu and unplanned talks
Unique openers that get attention and lay the foundation for audience support and involvement	Using more persuasive language in speeches, see how assertive language really works
Simple adjustments in speed, volume, and pauses to make your voice one of your strongest speaking tools	Special situations: formulas for presentations to industry and trade groups, business clubs and professional organizations
Handling difficult questions if you don't have the answers	Using the "escalation scale" in internal meetings, prevent disagreements and get what you want

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The Presentation Coaching Approach:

Your success will be greater by taking an active role in the make up of the program to ensure superior results. You will develop and realize your own potential as a powerful presenter in an atmosphere that is both nurturing and challenging. You will hone your presentation techniques and gain confidence to identify development areas, practice constructive changes and emerge as a more powerful presenter.

The [Professional Presentation Audit](#) as well as the [Professional Selling Skills Audit](#) allows clarification from all the information you could learn about presentations to the specific things you need to do to improve your presentation results. My approach asks that each professional be asked to invest 90 seconds to fill out each audit and send it to me directly for tabulation. Success is self determined and the key is clarity and focus. When each participant completes the audit process I ask that they identify three areas on each audit that will be the most helpful for them. Success in upcoming sessions will be greater if you can identify the fewest number of areas that will demonstrate the highest gain.

Besides confidential pre coaching phone conversations and a base line video feedback session the feedback audits will give me insights into your skill level as well as clear discovery in your top line strengths. The combination of audit results, confidential conversations and reviewing videotapes, typically allows me to focus a program based on your toughest presentation issues vs. my interests.

The Coaching Format:

Business professionals have indicated their success preference to the extended multi day coaching format:

The starting point involves confidential one on one interviews with participants and a baseline videotaped session of you currently making presentations. Classroom style will make up the balance of the day to overview powerful presentation techniques and the introduction of a presentation self critique tool that can be implemented immediately. Homework as well as reading and research assignments are agreed to individually for specific presentations.

Additional coaching focused on evaluating homework and rehearsal development. Individual coaching is followed by another round of video feedback sessions. An additional homework assignment for the maintenance portion of presentation skills completes this phase for relevant field related self-coaching.

The format is then reinforced by a twenty-minute confidential tele-coaching support session within 45 days. Students are also entitled to unlimited e-mail critique or e-mail consultation for six months following course completion. The scheduled days of coaching are flexible and students have demonstrated stronger results if those days are scheduled to allow homework completion and coaching days completed within a 30-day period.

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Technical Schedule – Effective to December 2008

Richard Peterson and Peterson & Associates specialize in coaching professionals to become more powerful presenters. In addition, Richard has earned the prestigious CSP designation (Certified Sales Professional) that allows him to coach sales professionals in applying consultative selling skills and powerful presentation skills to help reach successes once thought unattainable.

On-site Classroom Sessions:

Coaching session days, a thirty-minute confidential follow up tele-coaching session, e-mail critique and electronic consultation for six months are included.

Class size limited to ten participants for maximum coaching effectiveness and success.

One on One Coaching Sessions:

Coaching session days, a thirty-minute confidential follow up tele-coaching session, e-mail critique and electronic consultation for six months are included.

If required, travel, accommodation, meeting space, visual support and incidental expenses are in addition to fee schedule and taxes as applicable

Currency and Satisfaction Warranty:

Peterson & Associates offers powerful presentation coaching internationally. Corporate headquarters and offices are located in Toronto, Canada.

Coaching assignments in Canada are billed in CDN.

Coaching assignments in the USA and abroad are billed in USD

All coaching assignments are payable only upon 100% client satisfaction.

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Satisfaction Warranty:

Satisfaction for our clients is paramount. If we have not met and exceeded your expectations and 100% satisfaction is not declared, payment of fees will not be required. In the event satisfaction is not declared in prepaid coaching assignments, any fees on deposit will be cheerfully refunded.

Our goal is your satisfaction with no hassles, no questions, or your money back. Period.

Information privacy statement:

Privacy and confidentiality is top priority at Peterson & Associates. During the course of communication we may exchange electronic data and temporarily store information from participants. Sensitive, confidential customer and internal business information exchanged and stored on our server drive partitions is subject to a file wipe that is consistent with military and government standards to make the information no longer recoverable. A file wipe is performed within 24 hours of presentation materials review and course completion. Disclosure or discussion of any information either one on one or in group sessions is kept in strict confidence and not disclosed to any third party with no time limit.

In closing, my goal is not to help you take your skills to the next level but to help take them up several levels and beyond.

I look forward to the opportunity of engaging a presentation coaching relationship.

Great Presentations!

Richard

Richard Peterson, CSP
North America's Presentation Coach™
Founder and CPO (Chief Presentation Officer)
Presentation Coaching Institute

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