



RAE COOK & ASSOCIATES, INC.

ADVANCEMENT THROUGH COACHING

EXECUTIVE PRESENCE COACHING

PURPOSE

To provide leaders with greater abilities to express themselves with confidence and clarity, even under challenging conditions

PLAN

To reduce offline work-related problems, the following format is proposed as two half-day courses administered during two consecutive days, splitting the two groups in half (Group A and Group B). The groups will receive the same content.

FORMAT:

Pre-work: All bring a 10 minute update (given recently)

Day 1: AM Group A, PM Group B

Day 2: AM Group A, PM Group B

CONTENT of DAY 1: Focus on speaking up with confidence

1. Warm-up exercises for speaking
2. Analyses of top speakers, including John Legere
3. First Challenge preparation: the scenario and how to give constructive feedback impersonally
4. First Challenge Simulation: Give an update to an executive with feedback and development regarding its success (experiential learning). All take a turn participating in the challenge.
5. Debriefing of the First Challenge on listening, forming ideas, and role switching
6. Technique Builder: practice of techniques and extensive feedback for listening, forming ideas, use of pauses, reduced speaking rate, slower speaking, and role switching in responding to questions
7. Redo parts of the First Challenge and 4 other challenging scenarios with improvements
8. Homework: Prepare and bring a 7 minute long presentation with slides

CONTENT of DAY 2: Focus on presentation skills and presence

1. Present their baseline presentations and receive the Carlsen Evaluation Form
2. Identify and use strategies to avoid technical pitfalls: too much detail, lack of a point, not enough background information (making assumptions about the audience)
3. Make presentations more clear and persuasive
4. Have key messages that convey urgency
5. Rehearse effectively
6. Use facial expressions and gestures that sell ideas and value
7. Handle Q&A with confidence and power
8. Interact with the audience
9. Transform a standard update into an executive briefing
10. Be more memorable to senior executives: strategic speaking

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11. Make a consistently good impression
12. Receive a final Carlsen evaluation

INVESTMENT

For two days of training for NY and NJ: \$9900.00 (approximately \$340.00/participant)

For preparation and materials: \$500.00

For travel: at reasonable cost from Delaware (driving)

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