



RAE COOK & ASSOCIATES, INC.

FAST FORWARD YOUR BUSINESS IMPACT

SPEAK WITH IMPACT

PURPOSE

To add to your communications enhanced interaction, persuasiveness, conciseness, and presence

PROPOSED PLAN

Format:

8 hours of coaching administered every two weeks in one to two-hour meetings, with brief, weekly phone and email contact to reinforce new strategies and 4 follow-on conference calls for skill maintenance and coaching for specific situations (total of 2 more hours)

2 Instructors: Rae Cook and Allan Carlsen (See attached bios)

Audio- and videotaping as needed

Creation of a summary table with metrics to clarify goals, strategies, and metrics for success

Content:

Sessions 1-2: Wording and Conciseness

- 1. Increase awareness of phrasing and precision**
- 2. Convey both information and relationship**
- 3. Add impact and persuasiveness to factual messages**
- 4. Use wording, analogies, and stories to create appeal and create recall**

Sessions 3: Voice: Projecting Authority and Warmth

- 1. 32 Point Evaluation of a two to three minute update, presentation, or small talk conversation.**
- 2. Improving vocal components: correct breathing, vocal quality, “change-up’s” in voice, voice projection, vocal placement, tempo, and consistency.**

Session 4-5: Engagement, Facilitation, and Listening

- 1. Analyzing others’ needs, feelings, and constraints before, during, and after discussions**
- 2. Adjusting speaking and nonverbal communication to match listeners**
- 3. Inserting facilitation and engagement in presentations and discussions**
- 4. Being persuasive with a wide range of individuals and in increasingly challenging situations**
- 5. Handling questions and conflict with authority, poise, and warmth**
- 6. Getting others to commit to action and results on their own accord**

Sessions 6: Nonverbal Communication Feedback and Review

1. **Reading others' nonverbal signals in group situations: voice, eye contact, facial expressions, and body language**
2. **Signaling openness and engagement consistently via eye contact, facial expression, and posture**
3. **Being responsive and harmonious in body language with others**
4. **Being aware of unconscious signals that distract or limit others' participation and interest**
5. **Mastering and amplifying current strengths in executive presence**
6. **Adjusting nonverbal communication to differences in listeners**

Session 7-8: Integrating strategies and thought processes from the previous sessions under conditions of increasing difficulty, with detailed feedback and planning for reinforcement of new skills.

INVESTMENT

For coaching at a rate of \$220.00/hour for 8 hours: \$1760.00

For maintenance and support by phone during and after the course: \$240.00

For travel: at reasonable cost from Delaware

Rae Cook

Rae Cook is the President of Rae Cook & Associates, Inc, Inc., a communication and leadership consulting firm founded in 1984 to help executives and technical personnel to communicate clearly and persuasively. Cook is an author in *International Dimensions in Technical Communication* and has been quoted as a “speech guru” in Fast Company and in technical management publications including Industrial Management and SWE Magazine. She has been a lecturer at Rutgers and Temple Law Schools on the subject of converting case material into speeches and questions that are clear and persuasive to judges and juries. Rae was also the communication expert for the design of speech animation in multimedia software. She has been a keynote speaker for organizations ranging from American Women in Science to various business groups.

As a resource consultant at the Wharton School, University of Pennsylvania, she specializes in coaching individual MBA and PhD students in interview and graduate school success and in making smooth transitions into large corporations and banks. She is a Competent Toastmaster and was appointed a Governor of Toastmasters.

Rae has B.A. and M.A. degrees in speech science and bilingual speech and language pathology, and certifications by the Institute of Language and Phonology, Inscape, and PDI (adult behavior profiling and 360d feedback). She is fluent in Spanish and has studied Chinese and Japanese. She has transferred the detailed approaches of speech science and linguistics to the instruction of communication skills, leading to an unusually specific and practical approach to communication and leadership development. She measures her success by her clients’ success.

Rae and her associates advise individuals and groups for numerous multinational companies in the US, Kuala Lumpur, and Brazil, the US government, and the US military. Recognizable clients include GlaxoSmithKline, Pfizer, BristolMeyersSquibb, Janssen, Aventis, DuPont, Pepsi, Centacor, PriceWaterhouseCoopers, Rohm and Haas, Hewlett Packard, ExxonMobil, Citigroup, PNC Bank, the Environmental Protection Agency, and the US Department of the Navy.

Rae Cook & Associates is founded on the belief that skillful people learn by working on authentic scenarios and receiving specific feedback. Our company works well because we take the time to understand what our clients face every day and what they want for their future careers.

Allan Carlsen

Allan Carlsen is a Senior Associate with Rae Cook & Associates, Inc. Although Allan has spent years involved in all aspects of directing, acting and instructing in theatre, his initial training was in electrical engineering at the University of Pennsylvania. Since 1972, Allan has acted and directed both on and off- Broadway, in regional theatres, and in television throughout the United States and Canada. In January, 2006, Mr. Carlsen directed Gian Carlo Menotti’s opera, *Amahl and the Night Visitors*, for the fifth year in a row at the Wilmington Music School and at the Smyrna Opera House. And as an actor, he has appeared locally

with the Delaware Theatre Company and he has also performed with various orchestras or other musical groups as narrator and the voices of: *Peter and the Wolf*, *Tubby the Tuba*, *Webster the Musical Spider*, *Babar the Elephant*, *Gulliver's Travels*, *Ferdinand the Bull*, *The Magic Jungle*, and *Brother Heinrich's Christmas*. In April, 2006, Allan will narrate the concert version of Henry Purcell's, *Dido and Aeneas*, England's oldest Baroque opera. This past fall he appeared in *The Nutcracker* for the Delaware Dance Company in the role of Doktor Silberhaus.

Allan also instructs in a wide range of theatre, directing, and acting courses at the University of Delaware and has given master classes in directing and acting throughout the United States.

During the past 6 years, Allan has focused his acting and directing talents on helping corporate and technical individuals to optimize their abilities to captivate, influence, and convey the confidence needed to succeed. He is well known for his dynamic presentation style, ability to inspire, and creative teaching techniques and materials. He employs interactive and exciting strategies that create dramatic results.