



Breathe Easy at C-Level

Program Overview:

Did your recent presentation to the executive team leave you feeling uncertain about how you measure up?

If you've ever had to speak in the boardroom, to the CEO, or to other individuals at the highest levels in your organization, you know the feeling. You have so much to offer, you've worked your tail off to earn this right, and yet ...

Maybe you've been cut off in the middle of making your point, or asked to share only two of the 20 PowerPoint slides you so meticulously prepared. You've been grilled, dismissed, and challenged in ways you never imagined, or have heard the horror stories from colleagues who barely survived such encounters.

This program will help you master the art of communicating with those in command, giving you the insight, strategic skills, and confidence to impress and persuade even the toughest executives.

Target Audience:

Anyone expected to effectively communicate with senior-level management

Number of Participants: 10 maximum

Program Length: 1 day



Learning Outcomes:

Breathe Easy at C-Level is built on the philosophy that effective presenting is audience-centered presenting. In the case of a “C-level” audience, this means presenting to leaders as a leader. The result is a message that connects with an audience of leaders and showcases the leadership qualities of the presenter.

As a result of this training, participants will be able to:

- Understand how leadership-oriented and management-oriented messages differ
- Prepare a message, following the construction most often used by successful leaders
- Create an immediate impression of strength and confidence
- Stay focused on a strategic message
- Hone their delivery style
- “Hold their own” in the face of challenges and hard questions
- Handle difficult behavior such as stage-hog dominance

Course Outline:

1. Course Opening with Participant Learning Priorities
2. Responding Confidently to Challenges and Point-of-View Demands

In this module, participants learn two response templates. One enables them to further “sell” an idea that is being questioned (vs. becoming defensive). The other enables them to respond decisively when their point of view is called for.

Participants practice using the templates by “hitting” each other with the type of challenges and demands that they could expect to receive in a C-level presentation.

3. Understanding the Difference Between Leadership & Management Presentations
4. Planning a Strategy-Oriented, Leadership Message



5. Presentation Creation (Extended Lunch)

During a 90-minute lunch, participants eat and create a 5-minute presentation for the main afternoon exercise. The scenario for this presentation is that they have been invited to speak briefly at a senior-executive meeting. This presentation will determine if they will be invited to return with a more in-depth presentation.

6. Achieving a Confident and Engaging Delivery

7. Main Exercise

Following paired-practice, participants are each videotaped delivering their 5-minute presentation. They then receive feedback and coaching from both their peers and the BRODY facilitator. Their fellow participants are encouraged to play the role of a senior-executive audience.

Materials Include:

Participant manual, presentation planning pad, digital video recording

Continued Development For Sustained Results:

Add one or both follow-up options to guarantee lasting impact of your training investment.

Group Webinar

To maximize retention of classroom principles, participants can take part in a follow-up webinar. Following the live training, the webinar will be available on two separate dates, selected by the client. This custom webinar allows participants to gain techniques in topics not covered in the training program or go in-depth on subjects of interest for the group. Possible topics include: preparing to present, handling the Q&A, facilitating discussion, taking ownership of the slide presentation, and persuasive speaking.

Individual Speaker Coaching (via phone/email or webcast)

30 minutes of one-on-one coaching with each participant within 90 days of the training, will reinforce the training, preparing individuals for an upcoming presentation, speaking up at meetings, or getting them ready for impromptu speaking situations.