



## **Speaking Up: Mastering Presentations to Senior Leadership**

### **Overview:**

Is the preparation for your upcoming presentation to key executives filling you with dread or keeping you awake at night? If your current role requires speaking in the boardroom, to the CEO, or to individuals at the highest levels of the organization, this session is designed for you.

BRODY's "Speaking Up" program will put you in command of your material, and give you the tools to respond to challenges and divergent points of view calmly and with authority. At the course's end, you will have gained the insight, skills, and confidence to impress and persuade even the toughest executives.

### **Target Audience:**

Anyone expected to effectively communicate with senior-level management. Participants should have been through a basic presentation skills program.

**Number of Participants:** 10 maximum

**Program Length:** 1 day

### **Business Outcomes:**

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

- Understand how leadership- and management-oriented messages differ
- Create an immediate impression of strength and confidence
- Develop effective messaging, and stay focused on your core strategic message
- Hone a commanding and confident delivery style
- Diffuse difficult behavior and hold your own in the face of challenges, interruptions, and hard questions

### **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 Presentation Using One of Three Possible Organizational Styles

## 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

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, *Thank You for Arguing* (by Jay Heinrichs), jump drives that include presentation planning sheets and the 35-minute video “Effective Presentation Skills: Revitalize Your Speaking Style.”



## **Options to Maximize Your Learning Investment**

### **Pre-program Webinar (60 minutes)**

Performance improvement takes time ...a resource we never seem to have enough of. A pre-program webinar helps the participants to come prepared with a 5-minute presentation. This allows for more individual coaching during the training session, which enables participants to better adopt, adapt and apply new information.

### **Post-program Webinar**

How can you ensure sustained results? A customized webinar allows participants to reinforce techniques learned during the program.

### **Individual Speaker Coaching**

Important presentation coming soon, or need to notch up your current skillset? BRODY provides an opportunity to get personalized coaching.