



Dynamic Appeal: Dramatic Leadership Techniques to Inspire Confidence, Command Respect, Build Credibility and Motivate Others!

This intensive, interactive communication skills development program begins by helping you see yourself as others see you. Our communications specialists will help you build on your strengths and eliminate weaknesses. You'll develop the

kind of winning presence and rapport building skills that successful leaders possess. As a leader you are always in the spotlight! The foundation of success in business and in life is the ability to authentically engage and connect with others.



In this intensive one-on-one or group experience you will learn the key elements of Dynamic Appeal: PREPARE!

- **P** - Presence
- **R** - Rapport and Influence
- **E** – Emote
- **P** - Partnership
- **A** - Attitude and Authenticity
- **R** - Results
- **E** - Environment

All programs can be customized to your needs and desired results.

FAQs:

Do I need to have a camera?

Having a camera is not required with Option 1 since we can be the ones to record the presentation, talk or conversations. A big part of “Catch & Convert” is being able to record and give feedback. It also provides you with effective self-correction techniques we’ll teach you.

What type of feedback do you give?

We give a proprietary initial assessment of your speaking strengths and areas for improvement. You will receive specific feedback and tools needed to significantly shift your delivery and content, and become a dynamic speaker and memorable presenter. We help you improve your executive presence and deliver a message that inspires and leads others to action. We do all of this based on YOUR individual needs, timeframe and schedule.

What is your back ground?

Our communications specialist bring a unique mix of corporate communications and product marketing, public speaking development, sales and relationship communications training to every assignment and every new client.

With more than 30 years of practical business world experience, we help clients develop speeches and business and sales presentations that zero in on the interests of the audience while creating content that addresses them in an engaging, memorable and persuasive way. We help clients build strong, dynamic personal brands and relationships though image, presence and rapport coaching.

We have spent the last 10 years developing and facilitating training programs for major corporations, large national conferences and on-line educational forums. We also work with individuals and college students and heart centered entrepreneurs. Our training programs help every individual find their own dynamic style and persona that improve success, confidence and wealth whether they are speaking from the stage, or to sell or to inspire.

In addition to their business accomplishments, our communications experts are also working actors and bring that unique awareness to the business arena to help corporate professionals improve image, body language, speaking skills and overall presentation and delivery skills by using on camera training, voice and body movement techniques.

Who else have you helped?

We have helped executives from EBMUD, John Muir Health, Google, City of Emeryville, Sutter Health, Lafayette Cosmetic and Reconstructive Surgery Center, Idaho National Laboratories, Ventura Health, Debt Plus, Planned Parenthood, Richard Lin Venture Capitalists, Monster Cable Company and Tim Ambrose Realty, just to name a few. We have also worked with leaders, CEO's, Mid to Upper level management, entrepreneurs, job seekers, Individuals and sales people interested in improving their speaking skills and their bottom line.

Do we meet in person or by phone?

We do both! We customize your program to fit your individual scheduling needs. We can work over the phone or Skype or one on one in person.

What is included?

Your Individual Performance Plan is created from the following list of Improvement Techniques:

- A proprietary assessment of your speaking strengths and areas for improvement
- Development of an individualized plan for how you can take your skills to the next level
- Learning the delivery skills you need to come across confident and engaging
- Learning how to create more connection with your audience
- Techniques actors use to reduce anxiety and fear of public speaking
- Image consultation
- Stage presence tips
- Hand gesture techniques

- Dealing with cameras and camera angles for print or live action presentations
- Use of teleprompters
- Using the podium and microphones
- Connecting to large groups – especially when you can't easily see faces
- Communicating key messages
- How to “wrap” speeches or interviews with impact
- Keeping interviews on track
- How to answer tough questions, learn to give answers that put you in control
- How to improve sales conversion and speak to sell in any situation or platform

Be Seen – Be Heard – Be Dynamic!