

# The executive speaker

## One-to-one coaching for speech writing and delivery

### Overview

How often are you called upon to deliver a really important speech or presentation? At a product launch, perhaps, with key buyers and stakeholders present? Or at an industry conference, with the media reporting it? Or making a business-critical announcement to staff?

For events such as these, you really need to make sure your material 'lands'. These can be career-defining moments. You need to get it right. You need to prepare.

This is where Susie comes in. Our specialist coach in this field, she's worked with clients to create memorable speeches for everything from new product launches to conferences and TEDx Talks, delivered at a variety of locations, from the Royal Court Theatre for a few hundred to the O2 Arena for an audience of thousands.

In just three or four sessions, she can help you design a presentation that will help you stand out and make an impact, supporting you all the way from script to stage. The focus is on supporting you to craft your material in a way that keeps your audience's attention, and on helping you deliver it in a way that sticks in their memory.

### Objectives

This process will help you:

- Develop or re-write material and sound bites designed to make your key message clear
- Deliver this content in a way that engages your audience, understanding their needs and expectations
- Create a compelling communication style, in a way that exudes authority, charisma and rapport
- Refine complex content into clear, convincing narrative and memorable statements
- Prepare for 'curve ball' questions and use proven techniques to deal with any hostile or provocative audience members
- Deliver with a voice that has a powerful tone, pitch and pace
- Use body language appropriately
- Make an impact

Your sessions with Susie will do more than help with a one-off speech. Working on your personal impact, your use of body language and your voice, she will help you permanently enhance your natural presence in an authentic way, so that you can command a stage and influence an audience with authority. She will help boost both your confidence and your ability to engage, motivate and inspire.

### Who will benefit?

A wide range of people have benefited from this approach with Susie, including CEOs, directors, senior executives, media spokespeople, athletes and TV personalities. Susie works across the UK and internationally, with individuals and groups from organisations such as: London Business School, Network Rail, Sky Sports, Nourish, AS Financial, Debrett's, Harvey Nichols, James Purdey & Sons, Harrods, The Hospital Club, Action For Children, Southern Housing Group, RBS, Cass Business School, Generali (Milan), SITA (UK & Geneva), Rolls Royce (Indianapolis), The Wine Society, London Executive Offices, CenturyLink, De Lage Landen, Lancashire Insurance, Qubit, Ultra Electronics, Unilever, Central Bedfordshire Council, Creston, Lloyds of London, Sitecore, Disclosure Scotland, Clarks, English Cricket Board, Latham & Watkins LLP, Living Ventures, Newlon Housing, Curo Group, Caesars Entertainment, EUSA Pharma, Palatine Private Equity, ICAEW (North West), Epsom,

Scottish Environment Protection Agency, British Dental Association, Asahi Beer, S&P Global, easyJet, University of Strathclyde, Repairtalks, College of Policing, Institute of Chartered Secretaries and Administrators, South East Water, Travel Counsellors, Amey plc, Viking Cruises, etc.

### Format

Each session is interactive and empowering, designed to get you performing at your full potential. How many sessions will that take? It varies, although we usually find that four 90-minute sessions are enough to make a huge difference. Have a word with Susie before you commit and she can help you decide how many sessions you want. Additional sessions and 'top-ups' are available as and when necessary, so there's no need to over-commit to begin with.

### Meet the coach

Susie's trained acting experience, combined with her corporate City background, makes her the preferred coach for senior executives looking for help with their presentation skills.

See what some of our clients have said about her sessions:

- **'Fabulous!'**
- 'A genuinely helpful toolkit, that will be really useful to focus how I deliver presentations in the future.'
- **'Fantastic,** really engaging.'
- 'Superb, compelling, authentic.'
- 'My speech last week couldn't have gone better, all thanks to your training. I've never actually heard that level of applause before and the feedback I've had was absolutely FANTASTIC. **I can't thank you enough.**'
- 'Engaging training that will change how you present.'
- 'Extremely knowledgeable and engaging. Pitched perfectly to the attendees.'
- 'A different and effective programme to make you think differently about how to deliver high impact presentations.'
- **'Brilliant!** Really engaging.'
- 'A real confidence-builder.'
- 'Excellent presenter – puts into practice what she preaches every time she speaks.'

### Is this the right service for you?

- If you've got a key presentation coming up, this should be just what you need.
- If you're looking for one-to-one support in this area but there's no immediate time pressure, then take a look first at Susie's other coaching proposition, '[Presentation skills for directors](#)'.
- If you've got fellow directors with the same requirement and you're happy to work as a group, then Susie's very popular one-day workshop, '[Presentation skills, TED-style](#)' would be the most cost-effective option.

**To find out more about how this service works, or to get in touch with Susie, just give us a call on **01582 463465**.**