

## Speak Like a CEO® Boot Camp

In leadership, great communication skill is the most important predictor of success in influencing people, gaining alignment, and driving results. Speaking is often thought of as art and science, and that may be true, but it is also not a natural-born skill. For nearly two decades, we've been teaching top leaders in global companies the art of communicating in a powerful way with their audiences. Experienced speakers learn to raise their game, stand on a bigger stage, tell the story, make the business case, persuade, influence, and inspire. They do this in a collegial, welcoming environment with other leaders who want to learn how to quickly prepare and deliver an exceptional presentation.

Whether you're making a presentation to the board or executive leadership, briefing your peers, speaking to shareholders or investors, or meeting with your team, clients or prospects, this course shows you how to talk about big ideas, tell a story with a relevant business lesson, and leave a positive lasting impression. Speak Like a CEO is designed for leaders who want to develop a great deal of confidence on stage that demonstrates they are ready for the next level of leadership.

### **What Will You Learn in *Speak Like a CEO*?**

Our Speak Like a CEO program teaches you to win trust, build credibility, and inspire action. You learn to analyze even the most sophisticated audiences, present analysis of data without making it dull and dry and tell a rich and memorable leadership story. You also discover how to command the room with a comfortable, authentic, front-of-the-room presence. Presenting in a small group allows you to get immediate feedback from a seasoned coach and peers, all designed to quickly take your presentation skills to the next level. Having the recordings to review helps you continue to learn and refine.

You will discover how to:

- Analyze audiences and take a savvy, thoughtful approach to each
- Speak and make your case even if you have only three minutes
- Make the case for your ideas with clear analysis of the problem and a call to action
- Translate highly technical data so people know what it means
- Anticipate tough questions and exude confidence no matter the situation
- Engage audiences with stories that drive home important lessons
- Present and make an impact even with remote, hard-to-reach audiences

### **Is *Speak Like a CEO* for You?**

This program is not a public speaking class for beginners. It is designed for the moderate to relatively experienced leader who wants to shine on a bigger stage, outshine the competition, and be considered a superb communicator.

It is for senior executives, presidents, VPs, high-potential leaders, entrepreneurs, business owners, and leaders who need to:

- Meet with important and high stakes audiences and make an impact
- Win support to drive initiatives and deliver exceptional results
- Make an important case in brief, tell the story, and win buy-in from all levels
- Go beyond presenting the data to build rapport, win hearts and minds

## **Business Needs Met by This Program**

This program targets the business needs of leaders with these types of challenges and responsibilities in their organizations:

- Speaking to the board or executive team to get funding or project approval
- Meeting with influential clients, prospects, or speaking at industry conferences
- Being called upon to present company information to investors, analysts and the media
- Setting and communicating strategic direction and plans
- Addressing a critical need to cascade messages, win-buy in, influence actions, get results
- Being on point to lead change, drive innovation, or execute major initiatives
- Building a leadership brand/visibility through public speaking and internal events

## **Why Choose Speak Like a CEO?**

The Speak Like a CEO program offers a unique, interactive, and high-impact experience that gives you a tangible, powerful set of tools to go back to the office and succeed, including these key elements:

- Rigorous interactive sessions with recordings and personal feedback from peers and top coaches
- Powerful tools to unlock what is in the mind of any audience, large and small, and consistently communicate in a concise, clear, compelling, and relevant way
- A formula for making a succinct, persuasive business case in six steps and three minutes
- A tool to anticipate the tough questions on the minds of your audience to be ready to respond
- A simple approach to shaping and telling your Big Idea in 25 words or fewer
- A structure to share a story that highlights behaviors and values you want to drive

## **Why Us?**

Speak Like a CEO Boot Camp is based on Founder Suzanne Bates' bestselling book *Speak Like a CEO: Secrets for Commanding Attention and Getting Results* (McGraw Hill), updated and refreshed for 2020 with new insight and content designed to help leaders respond to the changing demands of the global, virtual world. The program has been praised by leaders in Fortune 500 companies as an unparalleled experience that helped them finally master the communication necessary for leading with influence.



The course is led by seasoned executive coaches and facilitators with a track record of coaching and advising senior and high potential leaders in large and mid-size companies in more than 40 countries. Our coaches set an upbeat tone from the start and know how to bring out the best in everyone. You'll leave energized by the positive, supportive feedback, armed with a toolbox of proven methods and techniques for preparing any speech, presentation, or important message.

### **2023 Program Dates and Pricing**

[Click here for information on available dates and pricing](#)

## Virtual Session Program Overview

*Program includes a mix of self-directed work (SD) and interactive live virtual (LV) sessions with Bates coaches and peers*

### □ Program Prework

#### Part 1

##### **Audience Agenda System**

**SD:** Using our digitized platform with an engaging combination of videos and exercises, create a worksheet for an upcoming persuasive presentation. (20 minutes)

#### Part 2

##### **The Big Idea**

**SD:** After learning about the Big Idea, create a first draft of your own Big Idea on the platform. (30 minutes)

#### Part 3

##### **Persuasive Business Case Template**

**SD:** Watch animations of a character developing her own persuasive presentation, then capture preliminary ideas for your own presentation (25 minutes)

#### Part 4

##### **Storytelling for Leaders**

**SD:** Use the digitized platform to learn more about "why storytelling," then generate story ideas and familiarize yourself with the Bates Story Structure (15 minutes)

## Virtual Session Program Overview (continued)

*Program includes a mix of self-directed work (SD) and interactive live virtual (LV) sessions with Bates coaches and peers*

### □ Program Day One

#### Part 1

##### **First LV Session**

10 AM – Noon ET

- Introductions
- Audience Agenda, Big Idea, Presentation Template
- Great Ways to Start

#### Part 2

##### **Second LV Session**

Noon – 2 PM ET

- Self-paced work preparing/practicing presentations
- Bates coaches available for additional help
- Participants deliver presentations, receiving peer/coach critique

### □ Program Day Two

#### Part 3

##### **Third LV Session**

10 – 11:45 AM ET

- Quick Prep Method: Handling Q&A and Getting Ready for Any Communication Event
- Storytelling for Leaders

#### Part 4

##### **Fourth LV Session**

11:45 AM – 2 PM ET

- Self-paced work preparing/practicing presentations
- Participants deliver storytelling presentations, receiving peer/coach critique

## Program Elements

### **Building Powerful Content: Audience Agenda System**

One of the most important tenets of influential speaking is to understand and speak from the audience's point of view. Our Audience Agenda System is a simple but effective way to unlock what's in the mind of any audience and understand what they want and need in terms of communication, even on complex or controversial topics. This module provides leaders with a simple, practical tool they can use to consistently communicate in a concise, clear, compelling, and relevant way with any audience, large or small.

### **The Big Idea**

Leaders often hear they should talk about big ideas but aren't sure what qualifies. Our "Big Idea" tool is a three part-structure that enables leaders to quickly turn a complex set of ideas and proposals into a succinct, 25-word statement that engages, excites, clarifies, and provides impetus for action. The tool provides leaders with a formula they can use when communicating any Big Idea to key stakeholders, ensuring they communicate the proposal, outcome, and benefit in a way that makes an impact.

### **Presentations to Decision Makers**

Many leaders make the mistake of presenting too much information, too many slides, or too much data that is often irrelevant to a discussion at the Board, CEO or senior-executive level. We have perfected a six-slide template that leaders can use when making a powerful, persuasive case to decision makers. They learn how to succinctly state a problem or challenge, articulate why it is a priority for the organization, analyze the risk/benefit or cost/benefit, and provide a recommendation on how to proceed in taking action.

### **Quick Prep Method**

In this module, we provide a simple, powerful tool that participants will use to anticipate the toughest questions that might come up after their business case presentation, showing them how they can create talking points to address these questions. They will have an opportunity to practice fielding questions from a partner. When we debrief, we also will share how this tool also be used to prepare in ten minutes or less for just about any communication event: an informal presentation, a one-on-one conversation, a meeting, or even responding to an email.

## Program Elements (continued)

### **Storytelling for Business Presentations**

Our philosophy is that one's life and career are rich with stories of ordinary events that become extraordinary when told well. In this module, leaders learn how to build an anthology of business stories for speeches and presentations. We share our proprietary six-step story structure for developing stories that flow and make a powerful, business-relevant point. Through the development of a key story and videotaping modules, leaders have the opportunity to practice their storytelling abilities by "writing out loud" and receiving feedback from peers in the room. Through the process, they also learn how to own the room with a confident presence, incorporating elements of presentation style that bring stories alive.

## Client Testimonials

### **Talent Development Leader, Global Pharma Company**

"In today's virtual environment, people make comments like: 'it was okay for a WebEx,' or 'good for a Webinar.' No such qualifying statement is necessary for the virtual version of Speak Like a CEO. It is right there with my favorite face-to-face experiences. The Bates team made the session smooth, high-impact, and helped me create meaningful connections to content and peers. I received valuable tools and practice to make me more effective in conveying my ideas and influencing others. The coaching I received from session leaders and participants changed my approach and results. There is no reason to wait for a session at your office or nearby conference center."

### **VP and Controller, Multinational Industrial Company**

"This program goes far beyond a typical presentation-skills workshop; instead, it provides highly practical, relevant tools to support senior leaders who need to communicate across large organizations."

### **President, Major Health Insurance Company**

"Working with Bates has had a significant impact on my effectiveness at communicating at the senior leadership level. I am now more confident, better prepared, and have increased impact when speaking to audiences such as our Board of Directors, industry groups, and strategic partners."



**VP of Public Affairs, Fortune 50 Chemical Company**

"Our CEO said that he can tell which executives have been through the Bates program because they are markedly better communicators than those who haven't."

**VP of Client Development, Healthcare IT Company**

"The Speak Like a CEO Boot Camp was one of the most practical and enjoyable professional learning experiences I've had. The quality of the facilitators, mix of learning techniques and quantity of interaction between participants resulted in the maximum benefit for the time invested. You'll walk away with improvements in your approach and style that you can use immediately."