

Speak Like a Leader 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 Leader 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 Leader*?

Our Speak Like a Leader 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 recordings of your presentations to review helps you continue to learn and refine your style and content.

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
- Understand and apply the principles of presentation style in person or virtually

Is *Speak Like a Leader* 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 Leader?

The Speak Like a Leader 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 Leader Boot Camp is based on Founder Suzanne Bates' best-selling 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.

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.