



Helping Smart Executives Communicate More Effectively

PRESENTATION COACHING

Highly intelligent professionals – executives, physicians, engineers, and others – are often smart, capable and accomplished people, but they aren't always the best communicators.

With more than thirty years of experience, Barbara Haig and Jeff Jackson help spokespeople learn how to develop, deliver and engage audiences in all types of presentations.

Presentation Workshops

As award-winning former journalists with years of communication coaching experience in many industries, we've worked with hundreds of executives to build the critical public speaking and presentation skills they need to be more effective leaders. No matter the speaking format, we focus on increasing executives' confidence in their ability to present, speak in public and deliver video messages by communicating clearly, preparing effective presentations for different audiences, overcoming natural fears and managing questions. We personally conduct coaching workshops that are flexible to fit each client's specific needs, including:

- **Half-day and Full-day Workshops** – Designed for groups of six to twenty participants.
- **One-on-one Coaching** – Designed for a presenter who wants or needs highly individualized assistance or is focused on a specific presentation.
- **Event-specific Preparation** – Designed for a team of people working on a specific presentation – such as an annual sales conference, dealer meeting, or employee retreat.

Workshops can be adjusted to accommodate any timeframe or situation, and can be held at a client site or other location. We include videotaped interviews with participants and provide review and constructive feedback. For additional details, please see reverse.



About Haig/Jackson

Since 1995, we've provided executive communication coaching and outsourced communication assistance to clients such as:

- ASQ (American Society for Quality)
 - Children's Hospital of Wisconsin
 - CliftonLarsonAllen
 - Froedtert Hospital
 - General Dynamics
 - Greater Milwaukee Foundation
 - Harley-Davidson
 - Johnson Controls
 - Kohler Company
 - Milwaukee Public Schools
 - Potawatomi Bingo Casino
 - Smithfield Foods
 - United Technologies Aerospace Systems
 - Wisconsin Division of Health
- ...and many others.

Our expertise is based on our extensive experience in three crucial areas: in the news media as award-winning reporters and producers, in corporate communications and media/public relations, and as successful executive communication coaches.

To learn more

Email info@haigjackson.com, call 866-221-6074, or visit www.haigjackson.com.



Presentation Workshop Details

Key Success Factors

Prior to every workshop, we ask participants to complete an online assessment of their presentation experiences, strengths, and areas they would like to improve. We also consult with their communications staff to identify potential areas of improvement for each participant. Based on this information, we customize our approach to ensure the best possible fit between participants' needs and the content of the coaching workshop.

Our work with clients – often CEOs and senior executives, other organizational leaders or professionals who specialize in medicine, engineering or technology – focuses on the three critical elements:

- How **clearly** the presenter understands their audience and their objectives
- How **consistently** they prepare for a presentation
- How **confidently** they deliver every presentation, speech or video message

Personalized Workshops

We personalize workshop content to include:

- Determining speaker skills/weaknesses
- Proper speaker preparation
 - Audience assessment
 - Presentation objectives
 - Message focus
 - Effective organization
 - How to be understandable, memorable and persuasive
 - Effective use of PowerPoint and handouts
 - Question anticipation

- Effective delivery
 - Overcoming fear
 - Improving speaking styles
 - Dos and don'ts
 - Practice techniques
- Managing Q&A

Presentation Coaching Examples

We have customized and successfully delivered these comprehensive, interactive and engaging workshops to clients across the country. Our presentation coaching has included:

- Instructing a team of senior manufacturing executives to use TelePrompter more effectively when delivering presentations before 6,500 dealers
- Working with a facility president to improve videotaped presentations to employees
- Helping a healthcare CEO write and deliver a speech to a national audience
- Preparing a team of emerging high-tech leaders to develop presentations for internal and external audiences
- Assisting an organization's general manager to prepare for a high-pressure panel discussion
- Providing presentation coaching for a statewide organization of professionals
- Helping a global manufacturing company raise the presentation skills of its worldwide sales force
- Developing winning presentations strategies for a defense contractor on Federal government oral presentations

What Our Clients Say:

“An exceptional program. I'd rate it a 10.”

“The presenters are good teachers. Precise and to the point. Very practical.”

“Barb and Jeff are enthusiastic – made it fun.”

“What a great presentation! Packed with great information and completely entertaining!”



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