



'Think like a wise man but  
communicate in the  
language of the people'

*W.B. Yeats*

# Presentation Coaching for Initiating Change

Initiating and communicating a new vision for an organisation is the first vital step of any change initiative. It also a key 'moment of truth' in respect of key personnel making a judgment on the senior management team.

## KEY OBJECTIVES

- To examine the underlying vision behind the change initiative so that there is clarity on the agreed corporate approach and a clear sense of the path forward.
- To enhance presentation skills in order to explain the goals and the agreed change process in the clearest possible way.
- To enable the delivery of congruent and authentic answers and messages to poignant questions

## PROCESS

- One to one/ small group coaching and mentoring with national broadcaster and communications facilitator.
- Develop by doing, critiquing and improving - through filming parts of presentations and question and answer sessions, revisiting them, developing plans for tackling the difficult areas and refining techniques as a result.
- Use of role-player to perform the parts of an unco-operative or challenging stakeholder in order to develop strategies that make the encounters less stressful and more productive.
- Individual sessions 90 to 120 mins. Small group sessions ½ to one day.

## OUTCOMES

- Improved communication capabilities in projecting the collective strategy, vision and core brand values
- Higher levels of employee engagement, and teamwork through seeing themselves as others see them and refining approaches as a result.
- Improving the ability in answering challenging and emotive questions - in matter, method and manner
- Harnessing context, content and style whilst boosting confidence and the ability to deliver as a result.

**Headline**