

# The Academy: Day 1

THURSDAY, JUNE 13, 2024

7:30am – 8:15am: Registration, Breakfast and Networking

## Part 1: Foundation

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- The presentation mastery imperative
- Key considerations for executives
- Unpacking confidence
- The science of influence
- ROI of effective communication

## Part 2: Looking Inward

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- Self assessment
- Understanding authenticity, vulnerability, and emotional intelligence
- How you show up and how others perceive you
- The mindset of an effective presentation
- Boosters and blockers
- Managing emotional charge
- Unpacking confidence – in self, and in others
- The evolution of emotional resonance and human centered communication

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## Part 3: Crafting a Message

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- Narrative and presentation structure: the ideal framework for corporate presentations of any size or format
- The ABC's of storytelling
- Models and metaphors – when and how to use each construct
- Crafting your through-line (central message) and it's supporting ideas
- The multi-modal framework
- Powerful openings and endings
- Content development and research approaches
- Tension and release
- Building messages that boost inspiration, buy-in, confidence and impact

## Part 4: Fundamentals of Delivery

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- Presentation skills and stage mechanics
- Stage and executive presence
- Using body language and voice inflection to capture attention and drive influence

**5:30pm – 8:00pm: Dinner & Evening Experience**

# The Academy: Day 2

FRIDAY, JUNE 14, 2024

**7:30am – 8:00am: Breakfast and Networking**

## Part 5: Advanced Delivery

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- Communication mastery OFF the stage – from board meetings to sales presentations to team meetings to one-on-ones
- Quick win tactics to enjoy a near-term boost in communication effectiveness
- Approaches and systems to deliver compelling stories

## Part 6: Putting it Into Action

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- Getting in the reps: preparation techniques to deliver a critical message, while being authentically you
- Train like a pro: watching tape and ongoing learning routines
- The ideal practice plan
- Mastering the key stories every leader must be able to tell including:
  - ✓ Your origin story
  - ✓ Your growth story
  - ✓ Your purpose story
  - ✓ Your personal why story
- Finalizing and building your 90-day action plan

**11:00am – 11:30am: Wrap Up & Conclusion**