

Πηρορος δε τ αληθη λεγειν

“The virtue of an orator is to tell the truth.”

Plato, The Apology of Socrates

5. Your Goals and Expertise.

Your success in rising to a position of corporate leadership is proof enough that you have exceptional abilities for setting priorities and finding ways to meet them. In one sense, no one knows better than you the ways in which you want to enhance your exercise of leadership. So each session begins with a discussion of the issues or challenges you want to emphasize in our work together, and we make every effort to ensure that you're satisfied we have done so by the end of your session. We also engage in extensive analysis and review of the video recordings of the session so as to provide you with in depth "Action Notes" as a guide to future progress, a detailed DVD of the sessions edited to make it easy for you to quickly review key segments, and the "Executive Action" booklet on the theory and clinical research underlying this program.

JOHN PAVAL



American by birth, longtime resident in Europe, John Paval has been a leader in the field of presentation skills and live presentations for over a decade, training executives and managers from the U.S., Europe, the Middle East and Asia, and lecturing at Stanford University's Program in Writing and Rhetoric, and the Stockholm School of Economics Int'l MBA Program.

John's background in the art of expression includes a prolific career as a professional actor in France, a successful practice as an international business lawyer in Los Angeles, California, award winning poetry and theatrical translations, and advanced studies of classical rhetoric, modern languages, and international law at the University of Michigan, Stanford University, and UCLA.

Fluent in English, French, and intermediate Swedish, his personal interests include distance running(10K), history, and detective fiction.

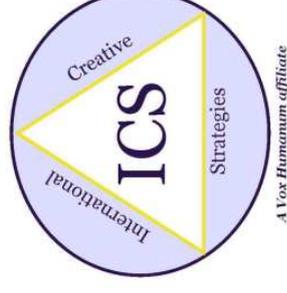
The Executive Suite

with **John Paval**

**Presentation Skills
for
Corporate Leadership**

...

**A Communications Support Program
for Chief Executives.**



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To support the exercise of leadership through live presentations by the top executives in your organization.

1. Leadership in Action : What You Stand For.

Leadership begins and ends with what you stand for. Both literally, your physical stance. And intellectually, the values you express. We approach both of these issues in terms of presentation skills. This includes taking a thorough inventory of your physical behavior during a presentation, viewed in the context of modern clinical research and classic principles of oratory. In this way, you see for yourself how you can better express leadership in action based on principles that have been known and used by effective speakers since the dawn of the western rhetorical tradition. At the same time, ICS training rejects the false premise, so common among presentation skills trainers, that how you look and sound is somehow more important than what you have to say. Content is king in any serious business presentation. So in this same session we focus on some simple tactics you can use to express and exemplify core values for your people, a key leadership function.

2. V.I.P.: the Visual Image Protocol.

Power point. Whether a blessing or a curse, this communications tool is omnipresent in contemporary presentations. Like any tool, its power and utility depends upon how you use it. **V.I.P.** gives you a simple and clear method for making sure that your power point slides, and the way you employ them, are as effective as possible. This method will ensure that power point serves as a way for you to actively engage with the audience in the unfolding of your message step by step. But we don't ask you to take our word for this. You will become acquainted with the results of up to date clinical research about how audiences receive, process, and retain oral and visual input based on the objective functioning of the human brain. This knowledge further equips you to use the **V.I.P.** method as effectively as possible, based on your understanding of how any audience in any culture will inevitably process your use of visual imagery and textual information in a power point presentation.

3. Presentation Structure: Your Message in Action

"If you don't know where you're going, you will probably end up somewhere else." Wouldn't it be wonderful if the very structure of your presentation could reinforce your ability to take your audiences where you want them to go? Well, it can. It also can provide with you very clear indications about when and where to use any presentation skill most effectively. This component focuses on three key ways to make the structure of your presentations powerful. First, we analyze the role of each section of a presentation as part of an **active movement towards a specific goal.** We then look at what you can do to make **each step toward that goal as clear as possible** for the audience. Finally, we provide you with some clear guidelines for how to **focus the content** of each step of the presentation **on what will have the most impact** on your audience. A sure grasp of these three issues will equip you to prepare and deliver more focused and powerful presentations with less time and effort. Moreover, you will know how to evaluate your presentations objectively, based on what you have done to achieve your goals.

4. Practice towards Perfection

As a form of executive coaching, the Executive Suite program is designed to have immediate application, and impact, in your ongoing work. Consequently, we use your own presentations as the basis for most of the work in these sessions. We review the structure and content of past or future presentations to evaluate how they can be more effectively designed. You engage in the practice delivery of one of your presentations with hands on coaching to install the principles discussed in each component into your leadership competencies in your actual work. These sessions also install a common vocabulary about effective presentations between you and your individual coach. This common vocabulary makes it possible to provide you with faster and more effective coaching for important presentations in the future, should you so desire, since you will know in advance what will be the primary focus of any such coaching.

Available as two half-day individual coaching sessions, or in a one or two day workshop for 3-4 executives, to accommodate crowded executive agendas.