information with attitude

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Straight Talking - The Presentation Coaching Professionals

## PowerPoint slides can't speak for themselves.

## Powerful presenters can.

Speakers who have been coached by us, without exception, achieve greater levels of confidence, clarity and impact.

No other consultancy can match the results we get from our content preparation and delivery techniques.

> ***"I would recommend your approach to anyone who understands the importance of getting the message across."***
>
> Otto Thoresen, CEO, AEGON UK

Those who call themselves "presentation specialists" often have little or no experience of actually making a business presentation.

Straight Talking is different. All our coaches are in constant demand as professional business speakers.

We focus our clients so that they can adapt to any situation, whether they are presenting to 1 person or 1000, in a boardroom, ballroom or broadcast studio.

## Senior Executive Coaching

Our bespoke coaching puts equal emphasis on content and delivery. This means that presenters can be equally confident in what they say as well as how they say it.

> ***"Everybody learned new ideas and techniques which enabled them to deliver a high quality professional performance. It was excellent to observe people visibly grow in confidence."***
>
> John Stevens, Marketing Director, PC World Business

As part of our tailoring process, we first carry out a presentation audit to identify current strengths and weaknesses. We then create a coaching plan that exactly meets the needs of both the individual and the organisation.

The Senior Executive Coaching Programmes can include a sequence of 1-to-1 sessions or group sessions for up to 6 people.

We also provide a fixed format foundation programme for up to 10 people.

> ***"I knew what I wanted to say and you engineered the words and the presentational style that achieved maximum impact. I am absolutely certain that I would not have achieved the success I had without your help."***
>
> Roger Oldfield, Partner, KPMG

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## Specific Results

We give our clients a flexible process that minimizes the pain of presentation and delivers major benefits:

- **Less preparation time**
- **More concise presentations**
- **Increased confidence**
- **Greater individual impact**
- **Reduced dependence on PowerPoint Prozac**

**We ensure that our clients can be as professional in their presentation as they are in every other aspect of their business.**

All of our coaching is based on the fundamental principle that every presentation needs to have a brutally effective Micro-Message™.

The Micro-Message™ is what you would say if you only had ten seconds in which to speak. It is what you want the audience to remember above all else, long after the presentation has finished.

> ***"Perhaps the highest praise I could give is that I went on a Straight Talking Day and wanted to send my senior team. They went and wanted to send their teams."***
>
> Peter Durose,
> Category Director of Produce, Tesco UK

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> ***"I'd like to thank you for your outstanding contribution at our recent Sales Conference. You provided the absolutely perfect balance of business focus and humour. The feedback I have received from many delegates is that you were the highlight of the day."***
>
> Ian Jones, Managing Director,
> Commercial Vehicles, Mercedes-Benz

ABN Amro
Aegon
Bain & Company
Bank of America
Bayer
BHP Billiton
British Land
Cable and Wireless
ConocoPhilips
DSG International
Ford
Friends Provident
Greene King
IBM
Invesco Perpetual
JPMorgan Cazenove
KPMG
Mercedes-Benz
Northern Rock
PC World Business
Pitney Bowes
Porsche
Shell
Tesco
Telstra Europe
The Diamond Trading Co.
The Post Office
UBS Warburg
Unilever
Volkswagen
Volvo
Zurich Financial Services

## Graham Davies

*Partner*

Graham is a Barrister and a highly experienced advocate, inquisitor and presenter. He started life as a speaker in the Cambridge Union, of which he is an Ex-President. As a speaking professional, Graham presents over 100 times a year to audiences as far afield as Los Angeles and New Delhi. His work spans a wide range from facilitating and awards hosting to after dinner and keynote speaking.

## Dan Bond

*Partner*

Dan has worked as a corporate event producer and presenter at locations ranging from Bondi Beach to Buckingham Palace. A published author in the field of Theatre, Dan writes speeches for Chief Executives as well as corporate communications material, which has included a Pan-European publication for Ford. His keynote speaking focuses on the area of Customer Service.

***"You really delivered on 2 fronts. Firstly, a clear and easy-to-use preparation technique that helps me clarify the message and structure the supporting content around it, whatever the nature of the presentation. Secondly, ready-to-use, hard-hitting guidance on personal delivery style."***

Mark Angela, Managing Director,
Greene King Pub Company

## Alan Stevens

*Associate*

As a presenter, interviewer and expert interviewee on the subject of consumer affairs, Alan has made over 1000 media appearances. He has a unique ability to transfer his TV and radio skills to the business arena.

## Lesley Everett

*Associate*

Lesley is a speaker, executive coach, author and columnist. As Europe's leading authority on Personal Branding, she has transformed the individual impact of 100s of senior executives.

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## Consultancy

The Straight Talking techniques also apply to overall corporate communications. We work with businesses to sharpen mission statements, brochures and staff announcements.

*"Many thanks for your input in turning a team of tongue-tied introverts into confident and accomplished presenters. The members of our team who have been subjected to the Straight Talking treatment have improved in confidence to a level where it is difficult to keep them quiet."*

Ian D. Taylor, Director, ABN Amro

## Media Coaching

This programme gives senior management invaluable on-mike and on-camera experience. They are shown how to control their content and delivery in high-pressure interviews.

## International Coaching

Presenters for whom English is a foreign language need specialist coaching. This programme integrates both presentation and linguistic expertise by using two coaches with different skill bases.

## Individual Executive Branding

This is an integrated programme of presentation and personal impact coaching, in conjunction with Personal Branding specialist, Lesley Everett.

*"Thank you very much for your expert coaching. The presentation went really well and I was described as the star of the show."*

Claudine Blamey,
Corporate Responsibility Executive, British Land

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## TRIDENT

The Trident Programme is a triple-pronged attack on the challenge of high-pressure communication. We show senior executives how they can compellingly convey their personal and corporate brand in any situation.

impact

*"You are a great team to work with. Never before have we been able to make such an impact on our audience. You fundamentally transformed what we said and the way that we said it. We look forward to continuing to work with you."*

Paul Willis, Director Volkswagen Cars UK

The interlocking elements of Presentation, Branding and Media Control are gathered together to create the ultimate Corporate Communications Course.

*"You have without doubt improved my presentation style and enabled me to put across my role more effectively. Your coaching has also helped me deliver my business presentations with far more punch and confidence."*

David Thain, PR Manager,
Cable & Wireless

clarity

*"Your style is direct and constructive. You create a foolproof process that just works."*

Stephen Head,
Sales Training Manager,
Bayer Pharmaceuticals

confidence

t: 0870 429 2108
f: 0870 429 2107
e: mail@straighttalking.co.uk
w: www.straighttalking.co.uk

Offices in Newcastle and London