

Blue chip companies embrace new approach to sharpen presentation impact

A new coaching initiative designed to help senior executives deliver powerful and memorable presentations is attracting considerable blue chip interest.

A prestigious car manufacturer, a market-leading retailer and a global finance organisation have already successfully piloted the combined approach from professional communicators Lesley Everett and Graham Davies.

“The key difference with the ‘Walking TALL, Straight Talking’ presentation programme,” Everett explains, “is that it offers an integrated approach across three critical areas - personal brand image, message content and delivery.

“The two-day programme is intensive, challenging and a lot of fun. Our aim is to ensure delegates leave exhausted, inspired and armed with the skills they need to deliver their corporate message with clear, concise authority.”

Davies adds: “You only get one chance to make an impact when you present. Our coaching enables delegates to take control of their performance. By working through a number of presentation scenarios, we help them to create precise content that they then deliver with impact and without addiction to PowerPoint Prozac. Most importantly, they will be able to ensure that the audience remembers their message and acts on it.”

Lesley Everett is recognised as the Europe's leading personal branding coach and is an international conference speaker, author and columnist. During the programme, she explores the power of first impressions, how to create a strong personal brand, perception management and dressing with impact.

Graham Davies, a practising barrister and co-founder of the Straight Talking Consultancy, is the UK's number one non-celebrity professional speaker and presentation coach. His focus is on message creation, content and developing a presentational brand style.

Microsoft claims that 30 million computer-aided presentations take place every day. But, ask Everett and Davies how many messages hit home and how many are buried under a blizzard of bullet-points?

The *Walking TALL, Straight Talking* programme is the first to provide an integrated communications approach to corporate presentations. Exceptional performance in front of clients, staff and investors does not have to be left to chance: this coaching can make it a certainty.

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General Info

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