

Speak Like a CEO® Boot Camp

In leadership, great communication skill is the most important predictor of success in influencing people, gaining alignment, and driving results. Speaking is often thought of art and science, and that may be true, but it is also not a natural born skill. For nearly two decades we've been teaching top leaders in global companies the art of communicating in a powerful way with their audiences. Experienced speakers learn to raise their game, stand on a bigger stage, tell the story, make the business case, persuade, influence and inspire. They do this in a collegial, welcoming environment with other leaders who want to learn how to quickly prepare and deliver an exceptional presentation.

Whether you're making a presentation to the board or executive leadership, briefing your peers, speaking to shareholders or investors, or meeting with your team, clients or prospects, this course shows you how to talk about big ideas, tell the story, and leave a positive lasting impression. Speak Like a CEOs is designed for leaders who want to develop a great deal of confidence on stage that demonstrates they are ready for the next level of leadership.

What Will You Learn in *Speak Like a CEO*?

Our two-day Speak Like a CEO program teaches you to win trust, build credibility, and inspire action. You learn to analyze even the most sophisticated audiences, present analysis of data without making it dull and dry, and tell a rich and memorable leadership story. You also discover how to command the room with a comfortable, authentic, front-of-the-room presence. Videotaping in a small group allows you to see yourself in action and get immediate feedback from a seasoned coach and peers, all designed to quickly take your presentation skills to the next level.

You will discover how to:

- Speak and make your case even if you have only three minutes
- Analyze audiences and take a savvy, thoughtful approach to each
- Make the case for your ideas with clear analysis of the problem and a call to action
- Translate highly technical data so people know what it means
- Get away from dry, lengthy PowerPoint presentations that drag on
- Stand at the front of the room and exude confidence no matter the situation
- Engage audiences with stories that drive home important lessons
- Present and make an impact even with remote, hard-to-reach audiences

Is *Speak Like a CEO* for You?

This program is not a public speaking class for beginners. It is designed for the moderate to relatively experienced leader who wants to shine on a bigger stage, outshine the competition, and be considered a superb communicator.





Helping leaders shape the world

It is for senior executives, presidents, VPs and high potential leaders, entrepreneurs, business owners, leaders who need to:

- Meet with important and high stakes audiences and make an impact
- Win support to drive initiatives and deliver exceptional results
- Make an important case in brief, tell the story, and win buy-in from all levels
- Go beyond presenting the data to build rapport, win hearts and minds

Business Needs Met by This Program

This program targets the business needs of leaders with these types of challenges and responsibilities in their organizations:

- Speaking to the board, the executive team, to get funding or project approval
- Meeting with influential clients, prospects, or speaking at industry conferences
- Called upon to present company information to investors, analysts and the media
- Responsible for setting and communicating strategic direction and plans
- Critical need to cascade messages, win-buy in, influence actions, get results
- On point to lead change, drive innovation, or execute major initiatives
- Building a leadership brand/visibility through public speaking and internal events

Why Choose Speak Like a CEO?

The Speak Like a CEO program offers a unique, interactive and high impact experience that gives you a tangible, powerful set of tools to go back to the office and succeed, including these key elements:

- Rigorous session with two videotaped sessions, personal feedback from top coaches
- Formula for making a succinct, persuasive business case in six steps and three minutes
- Simple approach to shaping and telling your big idea in fewer than 25 words
- Storytelling to share experiences and values that build your brand as a leader
- A communication roadmap for deciding who and when to communicate
- Advice on leading global, dispersed, matrixed teams
- Tips on reaching every level of the organization and multi-generations
- Brand building through social media, blogging, video, conferencing
- Consultation on professional image with renowned expert on dress for men and women
- Checklist for developing a stronger social media reputation that builds your brand

Why Bates?

Speak Like a CEO Boot Camp is based on CEO Suzanne Bates' bestselling book *Speak Like a CEO: Secrets for Commanding Attention and Getting Results* (McGraw Hill), updated and refreshed for 2018 with new insight and content designed to help leaders respond to the changing demands of the global, virtual world. The program has been praised by leaders in Fortune 500 companies as an unparalleled experience that helped them finally master the communication necessary for leading with influence.





Helping leaders shape the world

The course is led by seasoned executive coaches and facilitators with a track record of coaching and advising senior and high potential leaders in large and mid-size companies in more than 40 countries. Our coaches set an upbeat tone from the start and know how to bring out the best in everyone. You'll leave energized by the positive, supportive feedback, armed with a toolbox of proven methods and techniques for preparing any speech, presentation or important message.

2018 Program Dates and Pricing

[Click here for information on available dates and pricing](#)



Program Overview

Sample Boot Camp Agenda

Day One

8:00 AM-8:15 AM:	Welcome/Introductions
8:15 AM-8:30 AM:	You Be the Coach – What Makes Great Speakers Stand Out?
8:30 AM-12:00 PM:	Powerful Presentation Content <ul style="list-style-type: none">Building Powerful Content: Audience AgendaThe Big IdeaPresenting to Senior LeadersGreat Ways to Start
12:00 PM	Lunch
1:00 PM-3:15 PM:	"On Your Feet" Videotaping and Feedback – Presenting a Business Case
3:15 PM-3:45 PM:	Quick Prep Method: Anticipating and Answering Questions
3:45 PM-5:00 PM:	Storytelling for Business Presentations
5:00 PM-6:30 PM:	Cocktail Reception
Evening:	Homework

Day Two

8:00 AM-8:15 AM:	Looking Back, Looking Ahead: Review of Day One and Preview of Day Two
8:15 AM-9:00 AM:	Fundamentals of Presentation Style and Delivery
9:00 AM-11:15 AM:	Bates Storytelling Presentations: Videotaping and Feedback
11:15 AM-11:50 PM:	Advanced Elements of Presentation Style and Delivery
11:50 AM-12:00 PM:	Compelling Presentation Visuals
12:00 PM	Lunch
1:00 PM-2:00 PM:	Executive Image and Wardrobe
2:00 PM-2:45 PM:	Your B.E.S.T. Presentation Style
2:45 PM-3:00 PM:	Final Takeaways
3:00 PM:	Wrap-Up and Adjourn



Program Elements

You Be the Coach

We kick off the program with a fun and engaging session where participants view and analyze video clips of presentations of well-known business leaders. The group discusses the verbal and nonverbal elements of communication that persuade and create followership.

Building Powerful Content: Audience Agenda

One of the most important tenets of influential speaking is to understand and speak from the audience's point of view. Our Audience Agenda system is a simple but effective way to unlock what's in the mind of any "audience" and understand what they want and need in terms of communication, even on complex or controversial topics. This module provides leaders with a simple, practical tool they can use to consistently communicate in a concise, clear, compelling, and relevant way with any audience, large or small.

The Big Idea

Leaders often hear they should talk about big ideas, but aren't sure what qualifies. Our "Big Idea" tool is a three part-structure that enables leaders to quickly turn a complex set of ideas and proposals into a succinct, 25-word statement that engages, excites, clarifies, and provides impetus for conversation. The tool provides leaders with a formula they can use when communicating any Big Idea to key stakeholders, ensuring they communicate the proposal, outcome and benefit in a way that makes an impact.

Presenting to Senior Leaders

Many leaders make the mistake of presenting too much information, too many slides, or too much data that is often irrelevant to a discussion at the Board, CEO or senior executive level. We have perfected a six-slide template that leaders can use when making a powerful, persuasive case to decision makers. They learn how to succinctly state a problem or challenge, articulate why it is a priority for the organization, analyze the risk-benefit or cost-benefit, and provide a recommendation on how to proceed in taking action.

Quick Prep Method

We introduce our "Quick Prep Method," a system that helps any leader prepare for even a high-stakes presentation in 30 minutes or less. We teach 180 Thinking to identify stakeholders' questions, think through concise answers, and organize the information in a logical sequence. This method can be used to prep for a briefing, impromptu presentation, written communication, or even a high-stakes meeting when the leader doesn't have much time.



Program Elements

Storytelling for Business Presentations

Our philosophy is that one's life and career are rich with stories of ordinary events that become extraordinary when told well. In this module, leaders learn how to build an anthology of business stories for speeches and presentations. We share our proprietary six-step story structure for developing stories that flow and make a powerful, business-relevant point. Through the development of a key story and videotaping modules, leaders have the opportunity to practice their storytelling abilities and receive feedback from peers in the room. Through the process, they also learn how to stand up and own the room with a confident presence, incorporating natural, fluid body language and gestures that bring stories alive.

Fundamentals of Presentation Style and Delivery

In this interactive module, we outline the critical elements of executive-level presentation style – eye contact, body language, voice, and gestures. Participants learn how to emphasize key points, demonstrate confidence, and build credibility through elements of vocal and non-verbal communication.

Compelling Presentation Visuals

In this module, we review tips and techniques for using visuals to support, not compete with, an individual's presentation. Through examples and group discussion, we help leaders understand the power of "thinking first, slides second."

Executive Image and Wardrobe

Appearance is just one element of a leader's executive presence, but in the context of a high-stakes presentation or speech, it creates a powerful first impression. In this module, our guest Executive Image Expert provides a fun and engaging session with advice on how to maximize one's executive image and make a powerful impact through wardrobe. This module is appropriate for men and women across every industry.

B.E.S.T Presentation Style

The B.E.S.T. Profile assessment is a quick and practical tool to help leaders understand their unique communication style (Bold, Expressive, Sympathetic, or Technical) and the strengths and weaknesses of each. Through small group discussion and exercises, we help leaders appreciate how to adapt their communication style to each audience to resonate more effectively.





Helping leaders shape the world

Client Testimonials

Why is this program so effective?

We take leaders deeper into the science of persuading audiences by making an air-tight case for a strategy, decision, initiative or project. We dramatically simplify the process of developing powerful content that demonstrates why a problem needs to be solved now, and deciding what data and arguments are most persuasive.

Our storytelling method has been demonstrated to enable leaders to transform their approach to engaging hearts and minds with just a couple of hours of work in the classroom and preparation. Most leaders find they are making deeper, more meaningful connections, are able to speak analogously about how life events connect to business values, and even transform their physical presence on stage by learning the art of telling a powerful story.

Hear what our clients have to say about their experience:

VP and Controller, Multinational Industrial Company

"This program goes far beyond a typical presentation-skills workshop; instead, it provides highly practical, relevant tools to support senior leaders who need to communicate across large organizations."

President, Major Health Insurance Company

"Working with Bates has had a significant impact on my effectiveness at communicating at the senior leadership level. I am now more confident, better prepared, and have increased impact when speaking to audiences such as our Board of Directors, industry groups, and strategic partners."

VP of Public Affairs, Fortune 50 Chemical Company

"Our CEO said that he can tell which executives have been through the Bates program because they are markedly better communicators than those who haven't."

VP of Client Development, Healthcare IT Company

"The Speak Like a CEO Boot Camp was one of the most practical and enjoyable professional learning experiences I've had. The quality of the facilitators, mix of learning techniques and quantity of interaction between participants resulted in the maximum benefit for the time invested. You'll walk away with improvements in your approach and style that you can use immediately."

