

# CHERNOFF

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## Speaker Coaching



Chernoff Communications speaker coaching provides the insight, individualized attention, practice, and constructive feedback that combine to lift presentation skills and empower executives and professionals to achieve their full potential when speaking publicly. We work with participants to make presentations clear and compelling, with a focus on ensuring audiences retain the key messages of each talk.

The session begins with a discussion of the essential principles and techniques of effective public communications. We discuss presentation math, making clear the power of simplicity; the pillars of persuasion- the interplay of message, audience, and presenter; the three Vs: verbal, vocal, and visual aspects of presentation, and how to best utilize each to maximize one's impact before any audience.

Next, we analyze the client's messaging, core speaking points, organization, and use of visual aids to ensure they enhance rather than detract from the presentation. Chernoff Communications works with clients to uncover stories that will resonate with audiences they wish to reach, questioning trainees about their messaging documents, or helping them to build one.

We discuss best practices for managing question and answer sessions, preparation for tough questions, techniques for bridging to message, and effectively dealing with various categories of difficult questioners.

Training sessions include extensive practice on camera, followed by videotape review. Here, we're able to help clients see how they can raise the level of their performance, by becoming more directed, engaging and convincing. Our criticism is both supportive and constructive. As a result, video reviews increase confidence and lead to better performance. Practice is followed with more practice and review. By the end of the session our clients experience marked improvement. The final result is a well prepared executive who can confidently deliver engaging and compelling presentations.

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