

# ADVANCED COMMUNICATION AND PRESENTATION SKILLS TWO-DAY WORKSHOP

*The Internationally Acclaimed Commanding Presence Workshop  
Accredited by Professional Associations in Canada, US and UK*



REGISTER TODAY  
TO SECURE YOUR  
PLACE

3

EASY STEPS  
TO REGISTER  
SEE BACK

**One of the finest professional development programs available.**

**Is your speaking skill one of your strengths?**

Does your speaking ability match your expertise and knowledge in important meetings and presentations?

*Would you like to improve immediately your ability to deliver precise, informative and persuasive presentations?*

**YOU CAN!** In this highly effective and rewarding workshop, you will achieve a substantial and permanent improvement in your confidence and speaking ability.

**“It was a tremendous learning experience. There is no doubt that I will grow positively from this, not just it in my public speaking, but also in many other areas: board meetings, one-on-one conversations, and high level negotiations.”**

*Fred Burke, CFO  
Intercorp Excelle Foods Inc.*



ADR Institute of Canada  
Institut d'arbitrage et de  
médiation du Canada <sup>TM/MC</sup>

# Advanced Communications & Presentation Skills

## CONTENT OUTLINE

### TEXT PREPARATION

- Analyzing and Anticipating Audiences
- Preparing 'Listener Driven' Material
- Writing Text to be Heard, not Read
- Focus!™; How to think on your feet & respond confidently and eloquently under pressure

### HOW TO PREPARE YOUR INFORMATION TO BE:

- Immediately interesting
- Easy to remember
- Concise and authoritative
- Powerful and persuasive

### HOW TO ACHIEVE A COMMANDING PRESENCE

- Manage Pre-Performance Stress & Stage Fright
- Speak with Warmth, Energy & Clarity
- Speak Confidently from Notes
- Move and Gesture Naturally
- How to Deliver Complex Info with Slides
- Develop Charismatic Speaking Skills

### PERSONAL PERFORMANCE

- Manage daily Pressure and Stress
- Develop a more Powerful Voice
- Breath to Relax and create a "Listening Environment"
- Best Practices for continuous improvement

## What's Unique About Commanding Presence?

*You will experience immediate improvements.  
The Two Day Commanding Presence Workshop is simply the best.*

*You will receive personal coaching and video feedback focused on your unique requirements,*

**Small Groups.** As one of only 10 participants, you will receive all of the personal coaching you require and learn new skills in a comfortable and supportive environment.

**A Master Coach.** You will be working with the most experienced speaking coach in North America.

#### **Designed for Senior Executives, Accountants, Lawyers, & Engineers.**

For the past 20 years we have specialized in coaching senior-level professionals in the US, Canada and the UK. The content and the teaching methods are designed for your daily communications and your learning preferences.

**Continuous Improvement.** You will receive a written analysis with personal recommendations for continuous improvement. The Commanding Presence Handbook is filled with "Best Practices" that you can integrate into all of your communication activities.

#### What Participants Say:

*"I really appreciate the help and training and found it to be excellent. I think it will definitely help me working through our meetings and communications surrounding our restructuring."*

**Glen Farrow, CFO  
Ascent**

*"I recommend your course to people and it's probably the most directly useful learning I've ever received."*

**Phillip Augustine, Founding Partner  
Augustine Bater Binks LLP**

*"It was a very enjoyable time and I learned several things and several things about myself and my speaking, so it was very rewarding."*

**Paul Davidson, CFO  
Metrolinx**

*"I enjoyed the two days with you and the group. The take-aways were significant."*

**Nalini Bhargava, CFO  
Ontario Real Estate Association**

# Workshop Agenda

## DAY ONE

- 8:30 am **Introduction**
- 9:00 am **Personal Communication Style**
- Videotaping Session
- 10:00 am **The Keys to Effective Delivery**
- 10:30 am **The FOCUS! Method™**
- How to think on your feet and respond eloquently and persuasively
  - Coaching & Videotaping Session
- 12:00 pm Lunch (working lunch)
- 1:00 pm **Speaking Superbly from Notes**
- Coaching and Videotaping Session
- 3:00 pm **Video Feedback Session**
- Participants receive analysis and comments on their communication effectiveness
  - Individual Coaching
- 5.00 pm **End of Day One**

## DAY TWO

- 8:30 am **Connecting With Your Audience**
- How To Stay in The Moment
  - Eye Contact
  - Charismatic Communication Skills
  - Coaching & Videotaping Session
- 10:30 am **Powerful Performance**
- Movement and Gestures
  - Using Notes and Technical Equipment
  - PowerPoint & Delivering Financial Data
- 12:00 pm Lunch
- Preparing to Speak & Eliminating Stress & Anxiety**
- 1:00 pm · Confidence Building and Voice Preparation
- 3:00 pm **Final Presentations**
- Personal Coaching and Videotaping Session
- 3:30 pm **Final Coach's Recommendations and Q&A**
- 4:30 pm **End of Program**



# Advanced Communications & Presentation Skills

## Personal Coaching Services

If you would like to schedule personal coaching sessions with our trainers.

Please contact us for specific services offered and rates

office@commandingpresence.com  
Phone:416-968-6771

## Commanding Presence Recent Two-Day Workshop Clients Include:

|                              |                               |
|------------------------------|-------------------------------|
| AstraZeneca LP               | ALI-ABA                       |
| Boston Pizza                 | Canadian Bar Association      |
| Cadbury Schweppes            | CGA Ontario                   |
| Canadian Tire                | CPA Ontario                   |
| Casino Niagara               | LA County Bar Association     |
| CBC                          | New York City Bar Association |
| Enbridge Energy              | Ontario Bar Association       |
| Four Season Hotels           |                               |
| Imperial Oil Limited         | Ontario Ministries:           |
| Johnson & Johnson Inc.       | Children's Services           |
| McCain Foods                 | Community & Social Services   |
| Pepsi Bottling Company       | Consumer & Business Services  |
| Rogers Cable                 | Education                     |
| Shoppers Drug Mart           | Affairs and Housing           |
|                              | Natural Resources             |
| Ernst & Young LLP            | Attorney General              |
| BDO Dunwoody LLP             | Transportation                |
| Birch Hill Equity Partners   | Public Infrastructure Renewal |
| Brownlow & Associates        |                               |
| Deloitte Consulting          |                               |
| Durward Jones Barkwell LLP   |                               |
| Grant Thornton LLP           |                               |
| MD Management LTD.           |                               |
| Merrill Lynch                |                               |
| PricewaterhouseCoopers       |                               |
| Welch & Company LLP          |                               |
| Blakes LLP                   |                               |
| Edge International           |                               |
| Goodmans LLP                 |                               |
| Hughes Amys LLP              |                               |
| Lang Michener LLP            |                               |
| Lenzner Slaght LLP           |                               |
| Miller Thomson LLP           |                               |
| Oatley, Vigmond LLP          |                               |
| Ricketts, Harris LLP         |                               |
| Robins, Appleby and Taub LLP |                               |
| Torys LLP                    |                               |
| WeirFoulds LLP               |                               |

## Your Coach: Peter Hiddema



Peter Hiddema is an expert and speaker on negotiation, collaboration, communication, and conflict management.

Building on his association with the Harvard Negotiation Project, the renowned research center dedicated to improving the practice of negotiation and conflict management, Peter has taught, consulted, and spoken about the principles of the methodology in numerous countries on four continents since 1996.

Peter has worked in a wide variety of settings. In the private sector he has trained and advised executives of global Fortune 500 companies on high-stakes negotiations and relationships and has also assisted small local organizations. In the public sector he has worked with the World Health Organization, the Inter-American Development Bank, international non-governmental organizations, as well as universities, national and regional government bodies and indigenous peoples. In addition, Peter has been a Visiting Professor in France and Singapore at INSEAD – The Business School for the World, and has lectured at Queen's University (Canada and the UK), and Harvard University, among others.

Peter began his career in finance and banking. He worked with the Royal Bank of Canada in Toronto, Canada and London, England. He holds an Honours Bachelor of Commerce Degree from McMaster University, an MBA from Queen's University (Canada), and an Executive Master's Degree in Consulting and Coaching for Change from INSEAD (France). Peter speaks 4 languages, has lived in 6 countries on 4 continents, and has traveled through over 50 countries. He is curious by nature and considers himself a perpetual student in the school of life.

## Commanding Presence workshops are accredited by the following associations

### Chartered Professional Accountants of Ontario



### ADR Institute of Canada



### Ontario Society of Engineers



### American Law Institute



### Human Resources Professional Association



### The International Information System Security Certification Consortium



## Advanced Communications & Presentation Skills

### Easy Steps to Register

1. Download a registration form at [commandingpresence.com](http://commandingpresence.com)
2. Fill out the form.
3. Email the completed form to: [office@commandingpresence.com](mailto:office@commandingpresence.com)

### What's Included in the Two-Day Workshop:

- Pre-workshop personal assessment
- Daily breakfast and lunch
- Commanding Presence Workbook

#### ONGOING SUPPORT

Workshop graduates will receive:

- The 100-page Commanding Presence Handbook
- Personal, written analysis of your communication skills
- Personalized program for continuous growth
- "Before and After" USB of your presentations



### What Participants Say:

***"I thoroughly enjoyed your class. In fact I wish I was still there! I think there was a big difference in my performance from day one to day two."***

***Helen McLafferty  
Ministry of Education***

***"The workshop was informative and insightful. It provided some very useful techniques that could be applied immediately, with noticeable results."***

***Anthony W. Agueci, CFO  
GreenPark Homes***

***"Thanks again for being such a terrific instructor. My voice has largely returned to its former self and I attribute much of the improvement to your course. Concentrating on my breathing when under stress has made all the difference. This allows me to aspire to inspire rather than struggle to communicate."***

***Judith McKay, VP Finance  
Dupont***

***"I recommend this program for any advocate who cares about the quality of his or her presentations in court."***

***Roger Oatley, Founding Partner  
Oatley Vigmond LLP***

***"Thank you very kindly for your instruction over the two days - I think that I've taken some great lessons from it, and shall be able to apply them in my work moving forward."***

***Jason Quilliam, Chief of Protocol  
Government of Saskatchewan***

***"Thank you John for a remarkable session. All of us did learn a lot. I look forward to applying what you have shared with me."***

***Surinder Singh Aujla  
Public Prosecution Service of Canada***

***"Anyone running for a position or making substantive presentations would benefit greatly from the Commanding Presence workshop. I even put the skills to use in appearances before tribunals and the courts."***

***Janey Fuhrer, Senior Partner  
Ridout & Maybee LLP***

***"The workshop was enjoyable and particularly enlightening. I'm glad I signed up and my only regret is wishing I had done this years earlier! I am committed to improving myself and will make time to read your Handbook."***

***Shirley Auyeung, VP  
Canadian Cancer Society***