

# ADVANCED COMMUNICATION AND PRESENTATION SKILLS TWO-DAY WORKSHOP

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



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TO SECURE YOUR  
PLACE**

**3**

**EASY STEPS  
TO REGISTER  
SEE BACK**

Receive 16 hours of  
CPD towards your  
CPA Ontario  
requirements

**CPA** CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ONTARIO

A CPA Ontario Executive Program

**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 work-  
shop, 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.*

# 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 Accountants, Lawyers, & Executives.** For the past 15 years we have specialized in coaching lawyers, accountants, and executives 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  
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  
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 **Charismatic Communication**
- How To Stay in The Moment
  - Eye Contact
  - Charismatic Communication Skills
  - Coaching & Videotaping Session
- 10:30 am **Platform Skills**
- 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	
Lenczner Slaght LLP	
Miller Thomson LLP	
Oatley, Vigmond LLP	
Ricketts, Harris LLP	
Robins, Appleby and Taub LLP	
Torys LLP	
WeirFoulds LLP	

## Our Trainers



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.



Gerry Riskin, B. Com, LLB, P. Admin, is an internationally recognized lawyer, author, management consultant and coach and founder of the 34 year old global consultancy Edge International. A graduate of commerce as well as law at the University of Alberta (Edmonton), he practiced since 1973 and was Managing Partner of a firm in Canada and Hong Kong. Gerry is author of The Successful Lawyer. His other books include: Practice Development: Creating The Marketing Mindset, Herding Cats and beyond KNOWING. He is co-creator of the acclaimed programs PracticeCoach® and Rainmaking®, has served the Conference Board of Canada and is a Visiting Fellow of The College of Law in London, a visiting lecturer at Fordham Law School in New York, a Fellow of the College of Law Practice Management and a past Visiting Professor at the University of Pretoria in South Africa.

Gerry specializes in coaching leaders and executives to reach optimum performances from strategies to communications. Gerry worked with John Plank as colleagues in Edge International for more than 10 years.

Gerry says of John Plank: "I believe that John was the most gifted presentation coach in the world. He was a master at listening and observing and always had just the right advice for every individual with whom he worked. I have learned so much from him and am proud to have adopted many of his methods and protocols."

Gerry is most frequently serving clients in Canada, the USA, the UK, Europe, South Africa, Latin America, Australia, New Zealand and India.

## 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

Receive 16 hours of CPD towards your CPA Ontario requirements



A CPA Ontario Executive Program

### 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  
Dupont***

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

***Roger Oatley  
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, 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  
Canadian Cancer Society***

COMMANDING PRESENCE

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