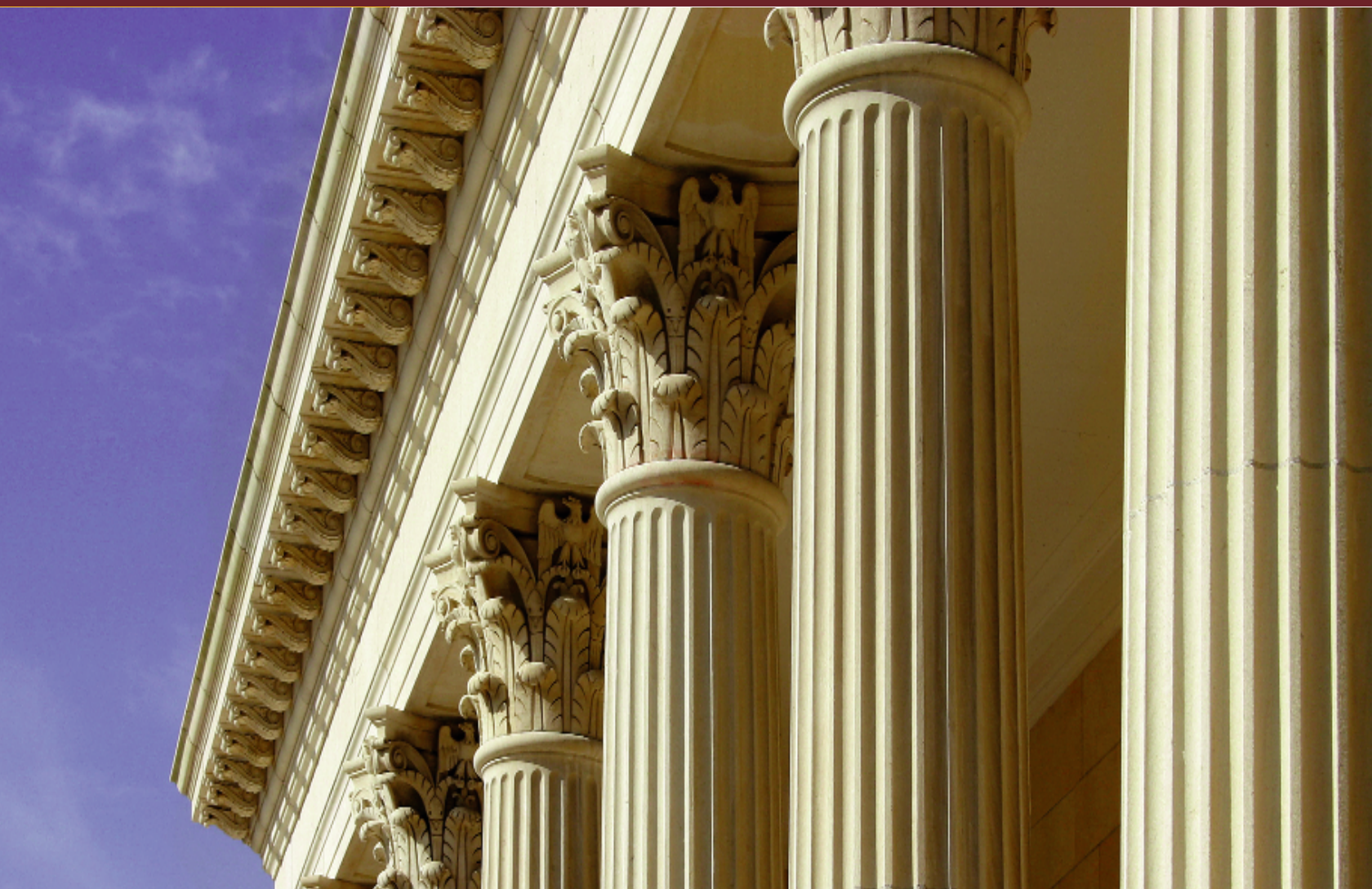


COMMANDING **PRESENCE**

ADVANCED  
COMMUNICATION AND  
PRESENTATION SKILLS

**FOCUS METHOD WORKSHOP PROPOSAL**



**COMMANDING PRESENCE™**

**The Focus Method Customized Workshop**

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## EXECUTIVE SUMMARY

### *Focus Method Customized Workshop*

#### **Commanding Presence™ Focus Method Customized Workshop**

This is an intensive, group participation workshop which provides a substantial improvement in all day-to-day business discussions and meetings, in person and by telephone, as well as training and presentation skills.

The focus will be on preparation and delivery of information to be clearly understood, remembered, and persuasive

Each participant will select a current issue or topic to work on during the workshop.

Participants: 6-300

#### **Learning Objectives**

Participants will learn a framework for each of the elements of communication - to learn and discuss the significance of "Information", "Organizing", and "Delivery".

Participants will improve their ability to prepare and delivery of concise messages and presentations, to establish rapport and overcoming speaking anxiety

After the course, participants will be able to:

- Quickly prepare concise, persuasive statements for specific issues and listeners
- Deliver concise and compelling formal presentations to small and large groups
- Preparing messages and presentations to be heard, not read
- “Think on your feet”: respond quickly and eloquently to questions and enquiries in meetings, on the telephone and in presentations
- Reduce their speaking anxiety

### *Your Coach*

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.

**Clients include:** The American Bar Association, NYSE, CPA Canada, Canada Pension Investment Board, Wikipedia, MEA Forensics, The Canadian Bar Association, Canadian Broadcasting Corporation, Shoppers Drug Mart, Canadian Tire Corporation and Sun Life Financial, Astrazeneca LP, Bank of Canada, H.J. Heinz Company, Lafarge, and Loblaw’s.

## FORMAT

Participants will hear short, enlightening lectures, practice communication techniques, and receive feedback from colleagues.

The workshop is fully participative. Each participant will discuss and practice new techniques with partners.

Coaching demonstrations will be included.

Participants will gain confidence and acquire new skills.

## FACILITIES

The client will provide a min. 1200 sq ft. room that is carpeted, naturally lit and quiet for this valuable process. If possible, we like to have control of the room temperature and the ability to reduce noise from fans, etc.

## EQUIPMENT

The client will provide a computer, projector, projector screen, and flipchart. The client will also provide the webcasting equipment.

## MATERIALS

The Workbook contains valuable techniques, instructions and tips to enable participants to continuously improve their communication effectiveness. The Workbook also contains an extensive bibliography of advanced communications and presentation materials. Commanding Presence will provide a master copy for printing.

## FEES

Focus Method Workshop Fee: \$ 6,750\*

*Client provides the training space and reasonable travel expenses for the trainer if required.*

*\* A half-day workshop or less is 75% of our one-day fee of \$9,000, as no other work can be scheduled that day.*

## AGENDA

### INTRODUCTION

#### DISCUSSION

- Consensus on workshop objectives

#### THE KEYS TO EFFECTIVE DELIVERY

- Natural speaking
- The key to presence and charisma

### ELOQUENCE

#### THE FOCUS METHOD™

- Prepare short, clear, memorable messages on current topics and issues
- How to “think on your feet” and respond quickly and persuasively
- Creating your own library of eloquent and persuasive statements for client presentations

#### Working Break

- Practice the Focus Method with partner
- Using the Focus Method to prepare for meetings
- Advanced listening skills with the Focus Method

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