

# PRESENT YOUR IDEAS AT THE EXECUTIVE LEVEL™

CLASSROOM  
2 DAYS FOR UP TO 12



## EFFECTIVE LEADERSHIP REQUIRES EFFECTIVE COMMUNICATION.

Today's leaders are under pressure to make better decisions faster in the face of a 24/7 barrage of data and opinions.

When presenters aren't prepared to speak to what senior leaders value in a way that inspires understanding and trust, everyone suffers. Critical recommendations get overlooked. Deals are lost. Innovation is stifled.

**PRESENT YOUR IDEAS AT THE EXECUTIVE LEVEL™** classroom workshop addresses these challenges head-on by equipping participants with five critical messaging skills to clearly convey any idea to executives:

1. **THINK** deeply about the executive
2. **CRAFT** a message that matters
3. **ENGAGE** with executive presence
4. **NAVIGATE** visuals to maximize impact
5. **INTERACT** credibly during tough Q&A

### World class training with proven results

Mandel is the premier communication skills training company for global organizations that believe in the power and potential of their employees.

Harness the power of industry-leading training design and facilitation to drive immediate, measurable business results:

- Foster consistency in meeting expectations
- Collaborate to win in a new world of work
- Drive better business decisions faster
- Get higher commitment to change initiatives
- Promote collaboration across teams
- Connect more deeply with leadership
- Resolve problems with fewer meetings

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# THE SKILLS

8:30 AM – 5:00 PM | 2 days | Live, instructor-led classroom training for up to 12 participants

## 1. **THINK** deeply about the audience

- Analyze executive “care-about’s”
- Focus on the executive’s world
- Quickly distill and organize content
- Connect and build trust with the leader
- Video-recorded practice with feedback

## 2. **CRAFT** a message that matters

- Develop an engaging core message
- Articulate a strong point of view
- Plan for the executive’s “care-about’s”
- Make the message memorable
- Close with a specific call to action

## 3. **ENGAGE** with executive presence

- Learn to present authentically
- Balance business story engagement skills
- Video-recorded delivery skills practice
- Capture listeners’ attention with color spots
- Keep cool when delivering virtually

## 4. **NAVIGATE** visuals to maximize impact

- Keep focus on the presenter, not the slides
- Illustrate key points visually
- Navigate slides for maximum impact
- Modify visuals when presenting virtually
- Video-recorded practice with feedback

## 5. **INTERACT** credibly during tough Q&A

- Use questions to know audiences’ grasp
- Handle challenges with confidence
- Effectively defer questions when appropriate
- Video-recorded tough Q&A practice
- Tie it all together with final video-practice

# THE DETAILS

## SPECIFICATIONS

- 2-day live, instructor-led session for up to 12
- Stakeholder viewpoint sets the stage
- Real-world, job-specific applications
- Engaging, interactive skills practice
- Flexible design aligns to business priorities

## REINFORCEMENT & MEASUREMENT

- Two months’ free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



LARGE GROUPS



SMALL GROUPS



LIVE VIRTUAL



TRAINER CERTIFICATION

FLEXIBLE DELIVERY OPTIONS

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