

PRESENT YOUR IDEAS AT THE EXECUTIVE LEVEL™

ESSENTIALS – CLASSROOM
1 DAY FOR UP TO 10



EFFECTIVE LEADERSHIP REQUIRES EFFECTIVE COMMUNICATION.

Presenting to executives can be tough. 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[®] ESSENTIALS workshop addresses presentation challenges by equipping participants with three essential 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. **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
- Enhance sense of inclusion and belonging
- Promote collaboration across teams
- Connect more deeply with leadership
- Resolve problems with fewer meetings

MANDEL™

831.475.8202 | [MANDEL.COM](https://mandel.com)

THE SKILLS

8:30 AM – 5:00 PM | Live, instructor-led classroom training for up to 10 participants

1. **THINK** deeply about the audience

- Analyze executive “care-about’s”
- Focus on the executive’s world
- Quickly distill and organize content
- 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

3. **ENGAGE** with executive presence

- Video-recorded composure practice
- Effectively handle tough Q&A
- Capture listeners’ attention
- Tie it all together with final video-practice

4. **INTERACT** credibly during tough Q&A*

- Anticipate and prepare for tough questions
- Align with the enquirer in the moment
- Deftly handle challenges with confidence

*This module is a lighter version than what’s provided in the two-day workshop. We recommend this as the fourth learning element but can replace it with a module on either navigating visuals or adapting presentations to a virtual environment. You can discuss this more with your Mandel representative.

THE DETAILS

SPECIFICATIONS

- 1-day live, instructor-led session for up to 10 (8-hour participant day)
- 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

MANDELSM

831.475.8202 | [MANDEL.COM](https://www.mandel.com)