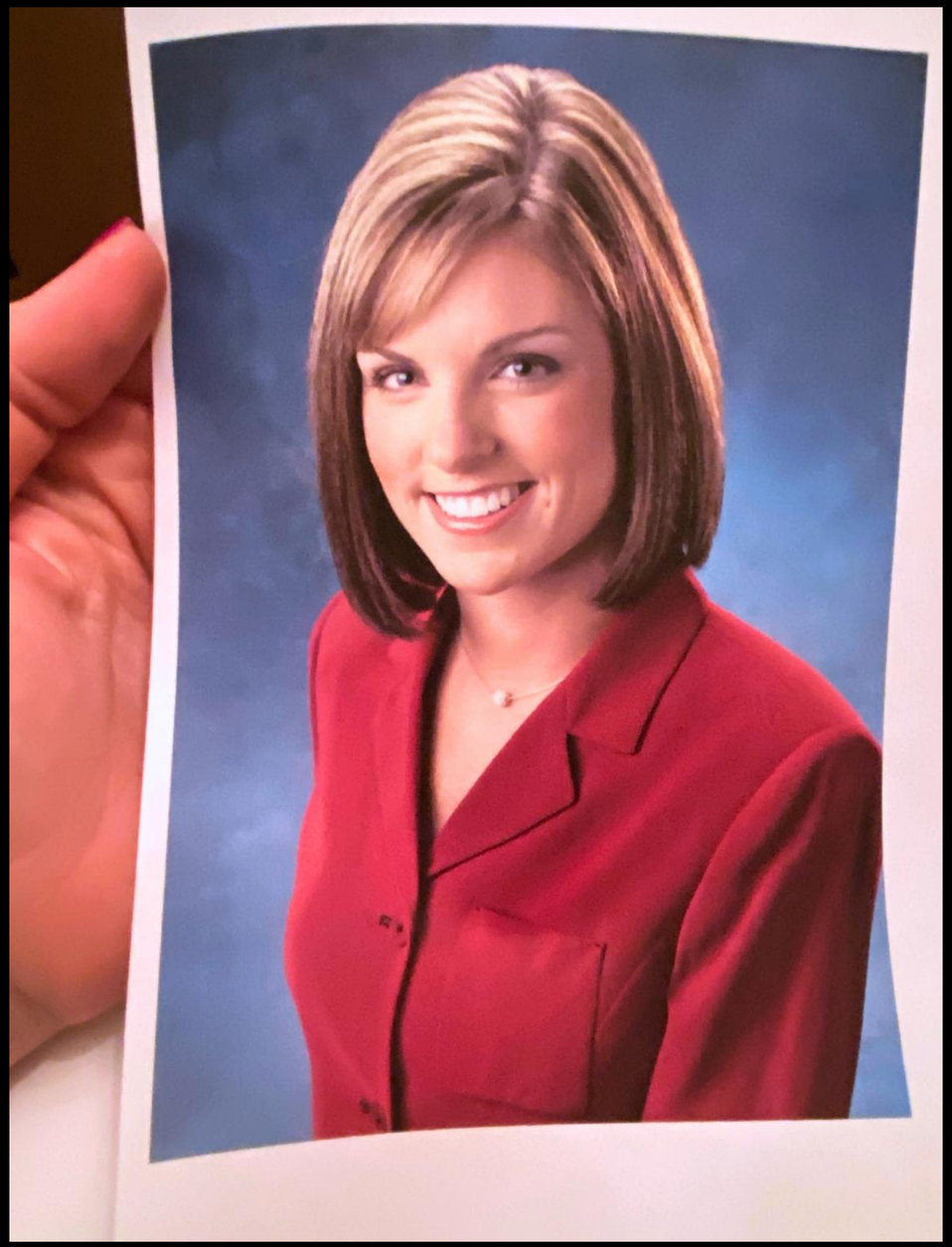
CLARIFY. CONTROL. COMMAND.

EXECUTIVE PRESENCE FOR HIGH-STAKES MOMENTS.



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YOU DON'T EARN CONFIDENCE
BEFORE THE MOMENT,
YOU EARN IT **IN THE MOMENT**.

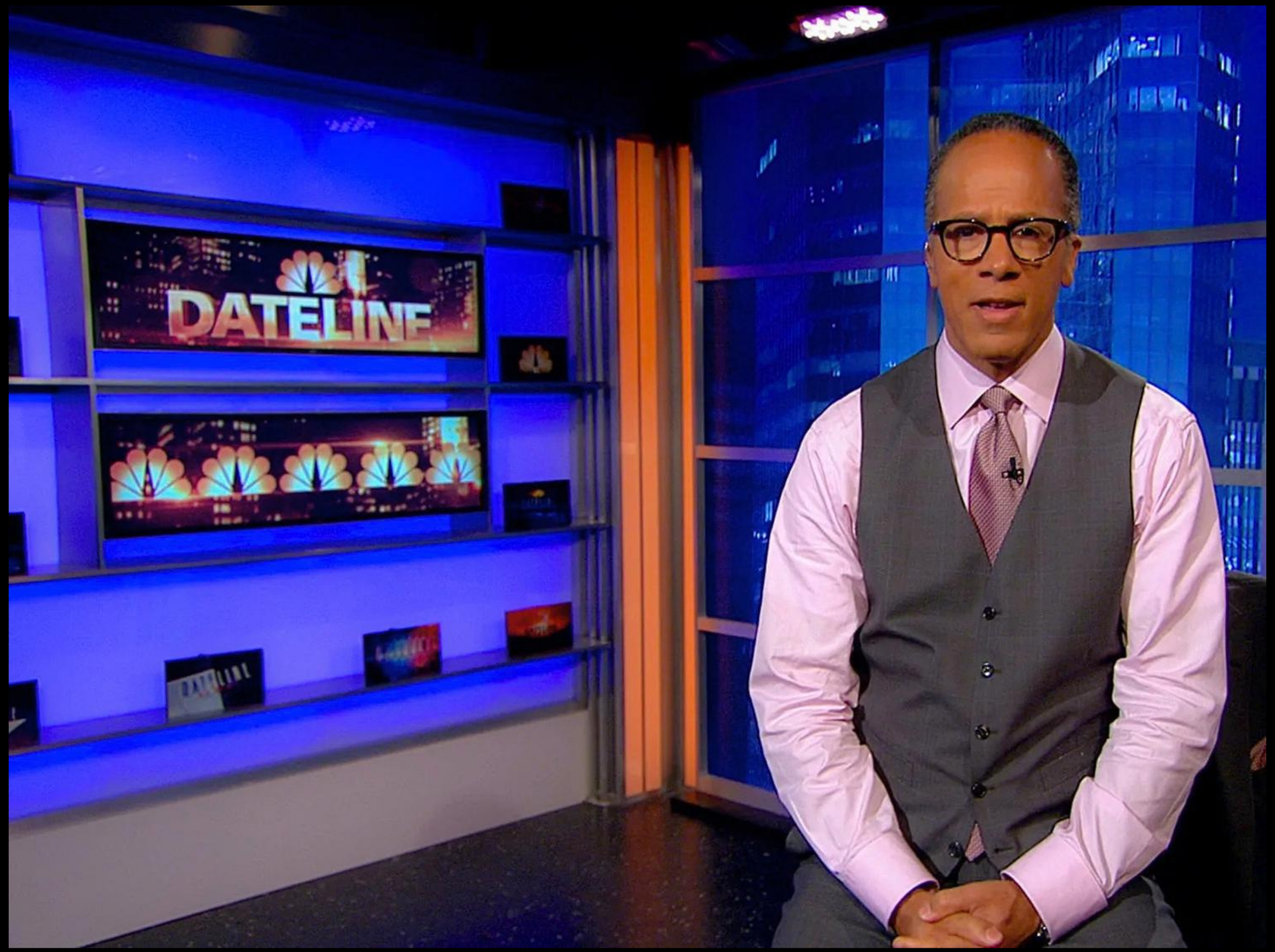
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WHAT IS THE **ONE** THING I NEED THEM TO UNDERSTAND RIGHT NOW?

3 EXAMPLE HEADLINES

- "I recommend we move forward, and here's why..."
- "I need one decision from you today..."
- "I disagree with this approach, and here's what I'd do instead..."




DATELINE




ON AIR


3
KCRA

The Performance Reset

REGULATE. REFRAME. RISE.

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STEP INTO THE ROLE THE MOMENT REQUIRES,
NOT THE ROLE
YOUR **FEAR** WANTS TO PLAY.

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GETTING THE FLOOR BACK

1. PAUSE. STOP, hold eye contact, and lower your voice.
2. Say one short line. No apology.
3. Finish your point. Then give the floor back.

Situation	Line
Someone cuts in mid-sentence	"Let me finish this thought, and then I want to hear yours."
You need one more sentence	"I'm not quite done. One more point."
You know the person's name	"Mark, I want to get to that. Let me finish this first."
Someone restates your idea as theirs	"I'm glad you agree with the point I made earlier. Here's how I'd take it further."
You were cut off and want back in	"As I was saying..."

FREE GUIDE: COMMUNICATE TO WIN

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POSITIONING. PREPARATION. PACING.

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LET'S PRACTICE!

@kelliedemarco

Good morning, Chair and members of the Board. I'm here today to ask for one decision: approval of our new member services contract. Over the past six months, our staff reviewed three proposals and all three were strong. We recommend Vendor B, because it offers the best value and the strongest support for our members. Our current contract expires Friday, and it cannot be extended. With your approval today, the transition begins Monday. Thank you. I'm happy to take your questions.



Good morning, Chair and Board members.
I'm here today to ask for one decision:
Approval of our new member services contract.
Over the past 6 months...
our staff reviewed 3 proposals...
and all 3 were strong.

We recommend Vendor B because it offers the best value and the strongest support for our members.
Our current contract expires on Friday,
and it can't be extended...
With your approval today, the transition begins Monday, and our members will not see a gap in service.
Thank you...
I'm happy to take your questions.

CLARIFY. CONTROL. COMMAND.

EXECUTIVE PRESENCE FOR HIGH-STAKES MOMENTS.

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