



**PROGRAMS OFFERED BY SUZANNE BATES
President, CEO, Bates Communications, Inc.**

Speak Like a CEO:

Secrets for Commanding Attention and Getting Results

To become successful, hard work and experience are important, but they can take a person only so far. To lead in an industry or profession, a leader must be ready to assume a speaking role. In survey after survey, the number-one skill determined to be indispensable to leaders is communication. In Speak Like a CEO, participants find out that developing a compelling speaking style isn't something that comes naturally – anyone can do it with some practice and effort! Whether they're in the corner office or the Oval Office, at the dining room table or before an audience of millions, participants will find a blueprint to speak like a leader and get results.

The audience will hear:

- The secrets, strategies and solutions that every executive must face
- Stories from successful executives on what it took them to become a leader
- Clear and wise advice on how to find their authentic voices
- How to instantly command the room with a powerful presence

Make a Name in Business:

How to Raise Your Professional Profile Through Speaking, Writing, and Media

Is there “buzz” about you in your industry? Do people frequently come to you asking for your expertise or input? Do you crave higher visibility?

Successful professionals and business owners know that in order to achieve success, there has to be “word of mouth” about you. Whether you're trying to become known to senior leaders within your company or to potential clients in your community, visibility is key to your success.

In this program, Suzanne Bates shows you how to create this higher profile without a mega-budget. She'll reveal the tried-and-true methods she used in building her own business from the ground up,



including:

- Public speaking
- Media interviews
- Great elevator pitches
- An online presence

Suzanne talks about the power of public speaking, media and marketing tools in becoming a star in your industry. The Make a Name in Business program takes a look at some of the ways that successful people become known, attract more business and clients, and develop a stellar reputation. These steps take you beyond the “pack” and make you the one people choose to work with. Suzanne discusses strategies from publishing a book, to writing articles, speaking at conferences, leading company initiatives, getting on boards and taking leadership positions, and writing newsletters. These strategies and others will help anyone, in any profession, rise above the rest and get onto a whole new playing field.

Presentations for Executives and Leaders:

Pack a Punch with Powerful Content and an Authentic, Natural Style

Presentations for Executives and Leaders has helped hundreds of leaders learn the secrets to delivering successful presentations. Participants walk away understanding the strategies and skills they need to successfully deliver a high content presentation, and a natural, authentic style. They learn how to organize, prepare and deliver powerful speeches and business presentations.

Focus is on:

- Organizing presentation outlines with powerful ideas
- Creating memorable messages
- Using stories, analogies, humor
- Developing rapport with the audience
- Overcoming anxiety and appearing confident
- Using effective gestures, body language, voice
- Practicing and preparing effectively



The 7 Elements of Executive Presence:

Why Leaders Stand Out in the Crowd, and How You Can, Too

Executive presence seems like a "mystery," but it's actually the sum total of a set of professional/ personal competencies and skill sets everyone must learn. When someone develops a high level of these competencies and skills, and blends them together, they send the right signals; people see them as a leader. Developing executive presence helps professionals create a strong personal brand, inside and outside their organization. People know who they are, what they stand for, and see them as powerful and effective in their role.

The 7 Elements of Executive Presence helps participants clearly identify and understand the 7 elements or competencies which constitute the unspoken "language" of business leaders. The discussions help everyone take something that seems intangible into the realm of the practical.

The 7 elements are:

- Substance
- Personal style
- Physical presence
- Vocal quality
- Manners/etiquette
- Receptivity/listening
- Work space

Storytelling for Leaders:

Motivating, Inspiring and Leading through Stories in Presentations

Stories in business presentations are powerful devices that make every talk more memorable and compelling. When written, practiced and told well, stories are a great tool. They get the audience's attention, keep them interested, and make important points without hitting people over the head.

Why tell stories? People love to listen to them. When people remember a story, they remember the point. Most people would rather watch a speaker slog through the data, or relate a story that brings it alive? Storytelling for Leaders shows the audience the step-by-step methods for finding their own, original stories, and learning to tell them effectively.



Participants learn:

- What makes a good story
- How to start a story collection
- Where to search for stories
- How to create a great situational narrative

Participants walk away with a compelling, purposeful story that they can use in presentations for years to come. More importantly, they leave with tools that will help them continue to create a collection of stories that will differentiate them as speakers and leaders.

Speaking in Meetings and Getting Your Ideas Heard

This program is designed to address one of the biggest complaints we hear about meetings: how to speak up and be heard. Organizations are frustrated when the best ideas don't get on the table; individuals can feel unimportant or even disenfranchised when they don't get their turn. While some of this is related to culture, group dynamics and meeting leadership, we show participants how to take ownership for being heard.

Our program helps participants understand how to set themselves up to contribute, long before the meeting starts. It takes personality out of the equation, and shows them how to look at the agenda, think about a contribution, write it out, practice and deliver it. We also show them how to prepare to answer even the toughest questions. The goal is to empower people to share their wisdom and experience, speak up when the time is right, and feel they have a voice in the organization.

Participants learn:

- How to come to every meeting prepared
- What to do when they want to jump in
- How to project confidence and poise
- How to be succinct and compelling
- Management of non-verbal language
- Techniques for dealing with interruption



Communicating Leadership

How to Articulate Vision and Motivate Others to Action

Leaders who communicate well succeed because they can articulate vision, share wisdom, and motivate others to action. This program begins with an overview of how employees see their leaders. Based on research from the book, ***Speak Like a CEO***, we look at their views on their own boss's ability to communicate a message effectively.

Then we do an overview of some essential leadership/communication skills:

- Winning the trust of others
- Anticipating objections and concerns
- Persuading people to take action
- Building relationships with your team
- Turning workplace conflict into a positive force
- Dealing with skeptics and critics
- Building a reputation as a strong leader

More programs are available and each program can be customized. To inquire about more programs or Suzanne Bates' availability for a keynote speech, breakout session, or panel, please contact Meredith O'Connor at 800-908-8239 or moconnor@bates-communications.com.