



**PROGRAMS OFFERED BY SARAH WOODS
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Presentation Skills for Executives and Professionals

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

This popular program gives participants the tools they need to present with confidence, poise, and authenticity. Participants hear stories of great leaders who communicate powerfully through voice inflection, body language, gestures, eye contact and facial expressions. We provide a step-by-step approach for:

- Understanding audiences
- Creating powerful messages
- Delivering presentations with maximum impact
- Using stories, analogies, and humor
- Developing rapport with the audience
- Overcoming anxiety
- Controlling vocal technique
- Practicing well
- Using visuals effectively

Networking and Building Relationships

How to Work the Room, Create Relationships and Build Business

People who know how to network attract the right kind of clients. We call it "connect-working" - and it starts with the interpersonal skills that are essential to building business relationships. This isn't networking 101 - we don't just show participants how to hand out business cards. We share strategies for "networking from your desk," "networking when you would be there anyway" and "networking in your sphere of influence."

Participants have a chance to assess their "connect-working" skills, and then learn innovative techniques to:

- Attract people
- Have productive conversations
- Make friends
- Build and use a favor bank
- Be more memorable
- Make introductions



- End a conversation
- Follow-up with gusto
- Become a prolific note-writer
- Use the telephone
- Build long relationships

Selling Your Ideas

How to Persuade, Motivate and Inspire Others to Action

Leaders in your organization need to be able to influence decisions and get things done. This program teaches them how to make their case by mastering the art and science of persuasion.

Participants will learn techniques to:

- Win buy-in
- Use persuasive language
- Ask the right questions
- Understand their audiences
- Apply 180 degree thinking
- Take conversations to a deeper level
- Uncover needs and wants
- Listen effectively
- Overcome objections
- Build trusted relationships

Leading Great Meetings

What Leaders Must Know about Why Meetings Fail, and How to Fix Them

Meetings can go wrong for all sorts of reasons. (They go on endlessly. One person dominates. Side meetings begin. Take your pick!) Those situations make meetings intolerable and unproductive.

This program is for leaders who want to master the art of planning and managing great meetings. Participants learn how to plan and facilitate highly effective meetings, to build teamwork and get things done.

We share effective methods to:



- Prepare an agenda
- Start and end on time
- Make decisions
- Encourage debate
- Manage difficult people
- Listen and synthesize ideas
- Demonstrate leadership
- Create accountability

Your Communication Style

Learn How to Strategically Communicate with People of Any Style!

This highly interactive program helps participants identify and understand their own style of communication - Bold, Expressive, Sympathetic or Technical. This program is lively and makes understanding different styles fun.

Participants learn:

- Assets and liabilities of each of the four styles
- How to recognize those styles
- Characteristics of personal communication styles
- What works with people who have a different style
- How to persuade and influence
- The best way to connect in person
- How to manage by phone and email

The 7 Elements of Executive Presence

Secrets of Great Leaders Who Stand Out in the Crowd

Great leaders who stand out in the crowd share a common sum of qualities and competencies. In this program, we help participants develop a blueprint for developing these 7 elements which constitute the unspoken "language" of business leaders. The program will 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

Media 101

How to Give Great Interviews

In this program, participants learn the secrets to giving great interviews. Spokespeople walk away with methods for making sure the ideal message gets across in an interview, no matter what questions are asked. Topics include how to:

- Develop strong messages
- Anticipate and prepare for difficult questions
- Provide interesting elements that bring stories alive
- Avoid common mistakes of PR, marketing and communications groups