



Become a consistently compelling force for your organization

Leaders are facing new situations they haven't seen before:

- Making space for uncomfortable conversations
- Communicating sense of urgency
- Gaining market share in uncertain times
- Accelerating decision making
- Managing surges and declines in team productivity
- Guiding the Business Unit Leaders to understand complexities
- Articulating a new strategy and vision that needs rapid adoption
- Repurposing talent across the organization

Our tactical coaching programs are tailored to your organization and the role of the individual. Over the next six months, watch your colleague's impact and influence soar to a new height. You will notice improvements immediately in their personal style, message structure, ownership, entrepreneurship, service, collaboration, and influence. We work on the mindsets and behaviors a leader needs to inspire action and change. The confidence that comes from this program is a career changing event for individuals.

We work with the leader to define goals. The exercises and frameworks are designed to build those new communication habits. Our Lead by Design method develops these areas:

1. **Personal Style** - Mindset, Visual Leadership, Vocal Presence, Attitude
2. **Storylining** - Audience Analysis, Clear and Concise Message Structures
3. **High Impact Meetings** - Meeting Design, Facilitation Skills
4. **Executive Level Presentation Skills** - Develop and Practice High-Stakes Presentations
5. **Change Vision** - Sense of Urgency, Opportunities, Strategic Plan, Expectations
6. **Leadership Communication Agility** - Message Structures for Managing Up, Down, and Across
7. **Poise Under Pressure** - Handling Objections, Handling Difficult Situations, Influencing Skills
8. **Bringing out the Best in Those around You** - Leading People, Motivation, Change Management

We won't forget the day we met,
and neither will you.



We help those we coach to:

1. Maximize their personal effectiveness through their communication
2. Become the obvious choice for promotions and new business opportunities
3. Become a consistently compelling force *from home*
4. Win more business and take market share from competitors
5. Accelerate the pace of change by role modeling desired behaviors
6. Develop followers and create a ripple effect on their teams
7. Position ideas that inspire others to act *now*
8. Leave a legacy that exemplifies excellence in the workplace
9. Change the culture of their organization
10. Maximize valuations and win over investors

Success Stories

1. Post merger and restructuring, a senior leader was no longer needed in the organization. The company gave senior leader 6 months of support with Speak by Design. Leader had three offers and accepted position on month 4 and was able to use the last two months for onboarding. Leader left feeling valued and supported by previous organization and made a shift into a new sector and higher level role.
2. An investment bank gave a new Managing Director a 6-month program with Speak by Design as part of onboarding. Speak by Design helped the MD make a strong start and sign three on three new engagements. Speak by Design accelerated their comfort in how to represent the new company, build strong internal relationships quickly, and grow business immediately.
3. IT product company gave top sales people 6-months of support plus 6-months of access to on-demand coaching to help perfect their new business presentations. The company saw a 50% increase in win rate on new business presentations from those sales people over a 12 month period.
4. A management strategy firm gave an Associate Principal who was struggling a 6-month program to work on developing a few new strengths. The Associate Principal used the coaching to have a personal transformation and promote a new offering. He sailed his way to Partner at the next designation.
5. The top three leaders at a start up firm each enrolled in the 6-month program to work on how they spoke to investors. Some of their coaching time was used in joint presentation rehearsals. Prior to the coaching, they were not getting investors. After month one in the program, they saw a shift and secured investments from every conversation.

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Testimonials

“I just returned from a 5-day leadership training, and I received more value in the first half day coaching session with you. Thank you so much. Priceless.”

Brian, Real Estate Developer

“The Speak by Design coach helped me become more successful in my job and career, and enhanced my executive image and communication. I highly recommend Speak by Design for anybody interested in refining or improving presentation skills, verbal and body language communication and other soft skills (assertiveness, self-confidence, etc). Working with Speak by Design was a life changing experience for the better.”

Rafael, Telecom

“The tailored one-on-one coaching sessions were the most effective approach to date I have ever experienced! The coaching was targeted on what I needed to improve and could be applied immediately on the job. The results of our work have had a positive impact on my career.”

Greg, Investment Bank

“I recommend the Lead by Design program wholeheartedly. Speak by Design is exceptional at what they do and get great results. They balance the time with you very well between instruction, letting you practice, and giving feedback.”

Tim, Global Management Strategy Firm

“The coaching and skills I learned has been extremely valuable. My manager has said several times that he has never seen so much progress in so little time. And yes, I got promoted only a few months after completing the training.”

Nicolai, Marketing Firm

“I wanted to let you know right away that I made Partner. I couldn't have done it without you. You've been inspirational, technical, and softly critical when needed ;). I often try to imagine how you would do it when I have a challenging leadership moment.”

Grant, Global Management Strategy Firm

“Speak by Design’s private coaching has prepared me for any presentation. Most importantly, I have more confidence and poise in front of an audience. I breathe, walk, talk, and react differently. The experience was extremely personalized, and the coaches are committed 100% to your improvement.”

Sidney, Global Management Strategy Firm

“My coach was remarkable. She had an effective way for assessing my starting point, gave me tactical feedback and tools that I can use to act on my challenge. I was impressed with the follow-up material for me to reflect on after our session. Thank you so much, Speak by Design!”

Kim, Chief HR Officer in Banking

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