



## Case Study: Speech & Presentation Coaching for Entrepreneurs (1)

### Situation:

- An entrepreneur was participating in a program to accelerate the development of their new consulting business. Because of the pandemic, most meetings were occurring virtually, with only the practice and final pitches being done in-person. The entrepreneur (who had significant public speaking experience), noted the strangeness of returning to in-person presentations and not being confined to a video rectangle – including the ability to move side-to-side, move her arms without going outside of the video rectangle, and “the audience has legs, and I have legs!”

### Actions:

- We discussed the difference in audience expectations between virtual and in-person presentations, and how it is similar to the difference between watching TV and viewing live theater.
- Because her business is based on her many years of working with organizations to build stronger external relationships, we focused the narrative and value proposition for her consulting services on her extensive experience and positive outcomes.
- To emphasize her personal history and expertise – and illustrate the value of her capabilities in real-world situations – she started her presentation by discussing a newspaper article about an organization’s external engagement problem, which she had helped solve while in a previous position. I advised her to introduce this article at the start of her presentation by saying, “**Before I tell you my story, I want to tell you a story.**” This opening strongly engaged the judges and audience with her story and gave them a real-world context for the importance of her services.

### Outcomes:

- The entrepreneur effectively presented her story in a way that was clearly understandable to the judges and audience.
- She received a much-needed financial award from the business accelerator program at its second allotment period.
- The entrepreneur continued to develop her business and refined her basic narrative to more effectively and clearly convey the value of her services.