



Case Study: Speech & Presentation Coaching for Non-Profit Leaders (1)

Situation:

- The leader of a community service non-profit was competent at communicating information about the organization's specific programs and activities with small groups. However, at the annual fundraising dinner he had to address an audience of hundreds from a stage. That larger venue was challenging for the CEO, as was presenting a broad overview of the organization's activities and accomplishments.
- Every year the senior staff tried to convince the CEO to get assistance with his speech, particularly since his delivery and stage presence could be awkward. However, the CEO was very resistant, and every year delayed thinking about this annual speech until days beforehand.

Actions:

- As a Board Member, I talked with the CEO and convinced him that I could help improve the content and delivery of his annual dinner speech, and his overall stage presence.
- Over the course of several years (i.e., several annual dinners), I worked with the CEO on the content and flow of his speech, and then coached him during the week beforehand.

Outcomes:

- The CEO was much more relaxed before and during the speech, and the staff was very pleased that he was getting help.
- The CEO's remarks were more impactful with greater audience engagement, and afterwards he was much more relaxed interacting with the organization's supporters.