



Case Study: Speech & Presentation Coaching for Non-Profit Leaders (2)

Situation:

- The leader of a health advocacy organization with significant clinical experience had great passion for the organization's mission, but was very uneasy and uncertain with her public speaking.
- She was eager for help because she regularly did presentations, including speaking at the annual fundraising dinner; presenting at board and advisory committee meetings; public presentations about new reports and initiatives; and moderating panels.

Actions:

- I worked with the CEO on various presentations and speeches by first refining the content (including slides), and then extensively coaching her during rehearsals at least a few days before each event, and then again, a few hours beforehand.

Outcomes:

- The CEO's presentations were much improved, with greater variation in tone and cadence, which helped her emphasize points and improved audience engagement and attention.
- She was much more relaxed and confident before, during, and after her speeches and presentations.
- *"Mike, many thanks for pulling these [slides] together. I have homework to do."*