



# creative COMMUNICATION

## LEADING THROUGH PRESENTATION

*We assist leaders in providing potent presentations to their audience, efficiently and effectively.*

We know how to tell stories, and we know how to evaluate presentations. With 20 years' experience in leading groups of 10 to 10,000 (and with experience that ranges from putting stage shows together to writing feature screenplays), we aim to produce agreement in every facet of presentation: stage and lighting, presenter appearance, diction and vocal performance, slide/visual support, and content. Viva Bella offers personalized, critical feedback (as well as, you know, encouragement!) in a fun, comfortable environment. We want you excellent, we want you confident, and we want you to deliver.

*If it's about presenting something, we can probably do it.*

### 1. Deck Generation

The age of bullet-listed PowerPoint presentations is over—and we'll help usher you into the new era. Using your outlines or existing slide presentations as a springboard, we generate custom presentations that are fresh, modern, and engaging. By breathing story into every aspect of your visual presentation, we can even help invigorate straightforward facts and figures. We're fluent in PowerPoint, Keynote, and Prezi and can design or re-design any slide deck you give us, or work with you to create new ones.

### 2. Presenter Training and Coaching

Often, those who are in demand for speaking engagements are too busy to work on the very speaking skills they depend on most. We sidestep this Catch-22 with two different options for your team:

- **Two-day training workshops**, in which we'll teach your team to consider the TRUTH of what they're saying, the power of their own TESTIMONY as they speak, and the ability to TRANSFER their passion and knowledge to their audience. We also cover the structure of modern storytelling, how to avoid presentation pitfalls, and the primacy of inspiring people to change. Our workshops are interactive and your team will have the opportunity to present with live feedback.
- **On-site coaching**, for presenters who want immediate feedback and help for their "final ten percent." We conduct day-of or day-prior run-throughs with your presenters and give some feedback (but not too much; we're careful to not overload our clients with too much feedback, as speaking can be overwhelming in itself. Instead, we pinpoint the top 2-3 areas for more impactful improvement and help our clients grow with each presentation). Audience feedback has shown that our on-site coaching produces more engagement, higher levels of presenter confidence, and better fluency with technology.
- **Presentation Production** Our communications team can help turn any idea or goal into a captivating presentation. We start with an interview to understand your core message and auxiliary points, then work with you to create an effective outline, a full speech in paragraph form, and any media support (including slide support, video, original music, or audience participation tools) to create a complete presentation package.



## REFERENCES

*Our clients have included CEOs of national companies and leaders of Top 50 brands internationally. To wit:*

- We've worked with a Communications Director in London to create a speech from concept to outline, writing it out and producing a slide deck from scratch (including a video with a custom-recorded audio track).
- We've worked with a conference chair in Phoenix and re-vamped the slide decks of 12 speakers so they looked of a piece. Then we led a day-before run-through and coached each of them on improving their presentation skills.
- We worked with a Global Commercial Director in Europe to re-brand his work group, and created a deck template from which he can explain his mission internally.
- We trained a group head's team of 12 in Geneva via our 2-day communication training on all of the above, then returned 6 months later for an additional 3 days of training.



## CONTACT

Whatever version of the above you need, please contact us. We'd love to help you.

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