

2024 Program Offerings



Lisa Braithwaite | Speaking Coach | Trainer | Author

lisa@coachlisab.com

New!

THERE IS NO LION: YOUR GUIDE TO PRESENTING WITH CONFIDENCE AND CALM

Public speaking nerves are completely normal. Even the most experienced speakers still get nervous before presentations (just like elite athletes still get nervous before the Olympics). Public speaking nerves have their roots in biology, chemistry and psychology, meaning that every human being has good reason for being nervous about speaking. It's not even practical to try to completely eliminate nerves, and in this training, I'll explain why!

ATTENDEES WILL:

- Learn the biology and chemistry behind nervousness and how to hack your own system
- Shift from anxiety to anticipation and intention
- Discover the art of engaging with your audience as a tool to manage nerves
- Get hands-on strategies to manage adrenaline and anticipatory stress before and during your talk
- Turn your anxiety into a catalyst for delivering impactful and memorable presentations

MEMORABLE MESSAGING: CONVERSATIONS THAT MAKE AN IMPACT

Your employees, volunteers and board members are having conversations every day with community members, clients and other stakeholders... but are those conversations leading to action? You want people to volunteer, donate, attend your programs, spread the word, collaborate, and more. Information + inspiration + persuasion lead to action, so how can you ensure that your people are speaking confidently and persuasively about your work?

ATTENDEES WILL:

- Understand how their story connects with the organization's story
- Set objectives and desired outcomes for 1:1 conversations
- Create an emotionally engaging message
- Anticipate objections and misperceptions about the work or organization
- Build confidence in their message through role playing
- Gain clarity on the invitation or opportunity that's being offered
- Put their focus on what their stakeholders need, want and care about

This workshop is most effective when it includes role-play practice.

SPEAK TO ENGAGE®: AUDIENCE-CENTERED PRESENTING

"Speak to Engage: Audience-Centered Presenting," benefits participants at all levels of speaking, and can be customized to meet the needs of any group. This program delivers a presentation model that puts the audience's needs first, creating an environment that serves the audience and makes the content more engaging, effective and memorable, while reducing the stress and anxiety of the presenter.

ATTENDEES WILL:

- Determine what your audience needs, wants and cares about
- Set objectives and desired outcomes
- Design an effective, practical and relevant message
- Build a presentation structure that flows seamlessly
- Create a strong opening and closing
- Incorporate audience engagement and interaction
- Answer the question "What's in it for me?"
- Develop a genuine approach that fosters audience connection

This workshop is most effective when it includes practice. Full day or 1 1/2 days.

SPEAKING UP FOR CHANGE: ENGAGE, INSPIRE, AND TRANSFORM YOUR AUDIENCE

You're desperate for change in your institutions and communities. You have issues and causes you care about and you want to take action, but you have so many fears and barriers that you want to quit before you even begin! Your voice is needed. Your message is valuable. A small pebble still makes ripples! You CAN contribute to the change you want to see in the world. Learn how to ditch perfection, create connection, and influence others to take action!

ATTENDEES WILL:

- Understand why speaking up is critical
- Determine what's standing in their way, and if these are real or perceived barriers
- Discover their target audience
- Clarify their message
- Learn how to move forward strategically with legitimate research and appropriate resources
- Practice sharing their message in an engaging and practical way

MICRO-PRESENTATIONS: TIGHTEN YOUR TALK FOR MAXIMUM IMPACT

Meeting and event organizers have embraced the convenience and lower cost of virtual events, and that convenience has also led to speakers being asked to deliver their messages in shorter and shorter time frames. In this session, I'll show you exactly how to leverage the "power of five" (minutes!) to create a concise, crisp and compelling presentation. Inspire your audience to take action without brain-dumping, fire-hosing, or stealing your audience's precious time.

ATTENDEES WILL:

- Get crystal clear on your presentation's purpose
- Determine your most critical core points
- Design a clear and concise journey that your audience can easily navigate
- Carefully plan your interactions and timing
- Apply a variety of engagement tools to your micro-presentations
- Develop proper pacing and build in white space
- Include audience engagement in a tight time frame

GO VIRTUAL: TAKE YOUR PRESENTATION FROM STAGE TO SCREEN

You already have the content. You already deliver live presentations. You know your stuff. But virtual presenting is not the same as being in the same room as your audience. How do you teach, engage, and interact with an audience you can't see, can't hear, and can't read? You CAN keep your audience engaged, intrigued, interested and wanting more, with just a few tools in your toolbox.

ATTENDEES WILL LEARN:

- Benefits of delivering virtual programs
- Important differences between live and online training
- How to restructure presentations for the virtual environment
- How to engage online attendees with all the distractions they face
- Tools and equipment to improve remote presentations

NETWORKING WORKS: BUILD RELATIONSHIPS TO BUILD YOUR BUSINESS

Networking strikes fear into the heart of even the most confident business leader. How do you introduce yourself? How do you enter a group conversation in progress, and how do you exit when you're ready to move on? How soon should you follow up and what's the best way to stay in touch? And: "Can't I just stay home, sit at my computer, and network on Facebook?" Too many business leaders don't represent themselves or their companies effectively. I can help!

ATTENDEES WILL LEARN:

- How to prepare for networking
- How to be a giver, not a taker
- Essential elements of a professional introduction (aka "elevator speech")
- Tools for building relationships
- How and why to stand out in the crowd
- Tips for working the room
- Best practices for dealing with anxiety
- Following up in a timely and effective manner

This workshop is most effective with the addition of speed networking!

ZOOM ENGAGEMENT: LEVERAGE ZOOM'S FIVE BASIC INTERACTION TOOLS

You may have been delivering presentations and workshops virtually for years. You may have just started in 2020. But whether you're a veteran or a newbie, there's one thing we all have in common: We all need to engage and interact with our remote audiences. If you're using Zoom to connect with your audiences, I'll walk you through the five built-in tools, with actionable ideas on why, when and how to use each one for interaction and engagement. If you're not using all the tools at your disposal, you're missing valuable engagement!

ATTENDEES WILL LEARN:

Specific uses, with examples and demonstration, for each of Zoom's five built-in engagement tools:

- Camera
- Chat
- Polling
- Reactions
- Breakout rooms

GET PSYCHED: SIX MINDSET SECRETS OF SUCCESSFUL SPEAKERS

Thought leaders and changemakers who have an important message to share and the ability to change the world with your big idea often experience thoughts, attitudes and beliefs that hold you back from fully expressing yourself eloquently and confidently on stage.

Successful communicators know that much of our success in influencing the attitudes, beliefs and behaviors of others stems from managing our own. We'll cover six mindset shifts and six action steps that will help you trust yourself, cultivate resilience, focus on strengths and possibilities, take action, and ensure that your time on stage is fun, productive and transformative for your audience!

ATTENDEES WILL LEARN:

- How to identify negative thoughts, attitudes and beliefs that are holding you back from being as effective as you could be on stage
- How to cultivate a practice for regular mindset awareness
- How to develop practical tools for upgrading your mindset

WHAT LISA'S CLIENTS SAY:

"Lisa delivered a presentation that was engaging and interesting. Her presentation also included multiple examples specific to our organization, showing that she took the time to further research our organization."

Laura Devitt, Pulmonary Fibrosis Foundation

"It was such a pleasure having you back to train our new LEADers. I am looking forward to seeing everything they accomplish this year and I know they will be starting off on the right foot."

Denise Manriquez, Transitions-Mental Health Association

"'Micro-Presentations: Tighten Your Talk for Maximum Impact' provided tangible skills for our attendees while being authentic, fun, and informative."

Jennifer Raymond, DrPH, CHES, CSU Channel Islands

"The session was fantastic! Lisa's style, accessibility, coaching and humor disarmed each of us struggling with our many opportunities to share our stories."

Dena Jenson, Center for Nonprofit Leadership at California Lutheran University

See more speaking and training feedback here:

<https://www.talkadot.com/s/coachlisab>



5 REASONS TO HIRE LISA

Diverse industries and audiences

Lisa has presented to a range of groups in a variety of sectors, from health to higher education, finance to food, real estate to retail, tech to transportation, arts to agriculture, and social services to societies and associations.

Customized to your needs

Lisa customizes her trainings to the needs of your participants to make sure all content is relevant, practical, useful, and easy to implement right away.

Education and expertise

Lisa has been teaching, speaking, training and coaching for over 30 years. She spent 16 years in the nonprofit sector and has focused exclusively on public speaking coaching and training since 2005. She's delivered online/remote programs since 2012. She's also a certified virtual presenter. Her degrees are in theater and education. She was even on the speech team in high school. She's the total package!


Engagement, connection, and interaction

Lisa practices what she preaches and teaches: Audience engagement and human connection are critical tools for ensuring that participants walk away energized and inspired to put their learning into practice. Lisa keeps it real, conversational and relaxed.

Easy to work with

We'll discuss all your needs in advance, and you'll receive pre-workshop questionnaires so nothing is left to chance. Lisa is responsive, reliable, and communicative!



A woman with dark hair, wearing a dark top, is speaking into a microphone. She is gesturing with her right hand, pointing upwards. The background is a light, textured grey.

"I cannot say enough great things about your presentation on Conversations to Make an Impact at our professional training day at Camarillo Public Library. It's been remarkable to hear all the positive things about your talk from staff members. I've heard a lot of people say 'that 90 minutes went by really fast!,' which I think attributed to your preparation, professionalism and thoughtfulness. It went beyond my expectations."

Mandy Nasr, Camarillo Library

"Lisa brought to our virtual meeting what you hope any virtual presenter would - engagement, education, and enthusiasm! Lisa was incredibly prepared with content that was targeted to our audience, that allowed her to showcase her knowledge and experience with the topic of how you engage audiences when working remotely/virtually. As a professional speaker, she's extremely easy to work with."

Jamie Champagne, Speakers Association of Hawaii

**CUSTOMIZED | INTERACTIVE | FUN | PLAIN ENGLISH
PRACTICAL | ENGAGING | RELAXED | RELEVANT**

A WORD ABOUT TERMS

Lisa will send you a proposal with a range of fee options to meet the training and coaching needs of your team, for remote or in-person training.

Training packages typically incorporate the following elements:

- Pre-planning, including a questionnaire for attendees
- Live or pre-recorded training and coaching (via Zoom or in person)
- Post-training survey
- Follow-up virtual session to capture additional issues/concerns
- Add-ons include books, 1:1 or group coaching sessions, supplemental virtual courses, and additional resources as appropriate

DEPOSIT: A 50% deposit is required to reserve the date for your training and to ensure time is reserved in Lisa's calendar to prepare for your event. The deposit is required at the time of engagement, with the balance to be paid at least 60 days before the training date.

When scheduling an event within 30 days, payment in full is required at the time of engagement. When paying in full 60 days or more in advance of the engagement, please accept Lisa's offer of a 10% discount!

LISA BRAITHWAITE Bio

Lisa mentors leaders and changemakers to deliver engaging presentations for visibility, credibility, and influence.

She has a B.A. in Theater and an M.A. in Education, and has been interviewed for the Wall Street Journal, L.A. Times, Chicago Tribune, Toastmaster Magazine, and Inc.com.

She's the author of *Presenting for Humans: Insights for Speakers on Ditching Perfection and Creating Connection*.

Lisa models authentic, aligned, collaborative and FUN presentations using relevant, practical and useful content that activates emotional engagement and moves them into action. [Book a call to discuss your event!](#)



SEEN IN...

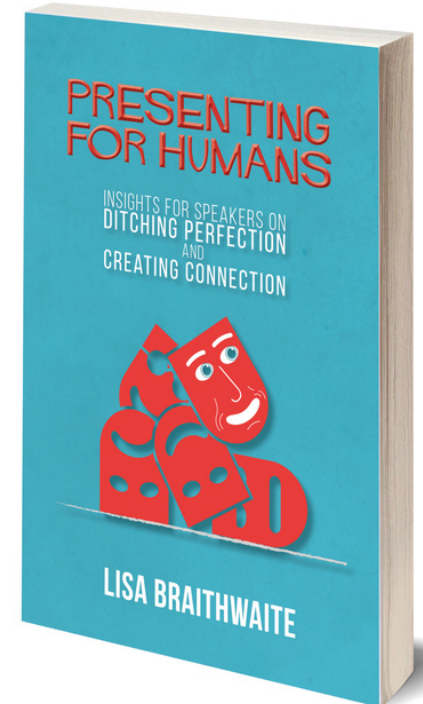
Los Angeles Times
THE WALL STREET JOURNAL
Chicago Tribune



PRESENTATION GURU



Inc.



Thank you!

I look forward to discussing
how I can serve you!

