

2026
PROGRAMS

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CONTENTS

Foundational:
Speak to Engage®: Audience-Centered Presenting
Micro-Presentations: Tighten Your Talk for Maximum Impact
Memorable Messaging: Conversations that Make an Impact
Strengths-Driven Strategies for Powerful Presentations

Speaking + Tech:
Vroom Your Zoom: Leverage Zoom's Five Basic Interaction Tools
Go Virtual: Take Your Audience From Stage to Screen
Verify You're Human: A Presenter's Guide to Using AI Without Losing Your Voice

Speaking + Mindset
There Is No Lion: Your Guide to Presenting with Confidence and Calm
Ditch Perfection and Create Connection Through Community and Collaboration
Get Psyched: Six Mindset Secrets of Successful Speakers

Conference Opener:
Networking for Humans: Connecting With Purpose

Inspirational:
Speaking UP for Change: Engage, Inspire, and Transform Your Audience

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 the 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 presentation practice.

MICRO-PRESENTATIONS: TIGHTEN YOUR TALK FOR MAXIMUM IMPACT

What would it be like if you could powerfully influence your audience to shift their thoughts, attitudes and behaviors in five minutes or less? Whether you're pitching an idea, engaging with legislators, presenting over Zoom, or speaking on a panel, you're being asked to deliver your message in shorter and shorter time frames. Lisa will show you exactly how to create a concise, crisp and compelling presentation when your speaking slot is tight. Inspire your participants to take action without brain-dumping, fire-hosing, or stealing their 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

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 misconceptions 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.

STRENGTHS-DRIVEN STRATEGIES FOR POWERFUL PRESENTATIONS

Great presentations start with understanding what YOU bring to the table. This program helps attendees leverage their natural talents to create and deliver presentations that feels aligned and authentic. Instead of focusing on what they're not good at, attendees will have the opportunity to embrace their strengths as a powerful tool for connection, engagement, and impact, while also understanding how to apply strengths in the areas of greatest challenge. This program requires attendees to have complted their CliftonStrengths® Top 5 assessment.

ATTENDEES WILL LEARN:

- What inherent talents they bring to their presentations
- How to lean into and cultivate the strengths they already have
- How to recognize missed opportunities for using strengths effectively
- How to apply strenths-based strategies to managing presentation weaknesses

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

VROOM YOUR ZOOM: LEVERAGE ZOOM'S FIVE BASIC INTERACTION TOOLS

Your team may have been delivering presentations and workshops virtually for years, or they may have just started in 2020. But whether they're veterans or newbies, 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 for presentations, 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. The basic Zoom features will provide endless ideas for engagement, no extra apps necessary!

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

GO VIRTUAL:
TAKE YOUR PRESENTATION FROM STAGE TO SCREEN

You already have the content. You already deliver in-person 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 maybe can't even see or hear? You CAN keep your audience engaged, intrigued, interested and wanting more, with just a few additional tools in your toolbox.

ATTENDEES WILL:

- Understand the benefits of delivering virtual programs
- Identify the important differences between in-person and virtual training
- Learn how to restructure presentations for the virtual environment
- Embrace the tools to engage audiences using remote platforms
- Discover the technology and equipment that will improve remote presentations

VERIFY YOU'RE HUMAN:
A PRESENTER'S GUIDE TO USING AI WITHOUT LOSING YOUR VOICE

Everyone either loves AI and wants to learn more, or is completely resistant to all uses. There's a middle road that's getting left out. A tension is growing between using AI as a valid tool, and letting the tool do all the work without any humanization. You have a unique personality and way of expressing yourself, and it's possible to still use AI to develop your presentation while retaining your own voice. We still need presentations with verified stats and data that aren't hallucinated, and human voice and emotional connection that move audiences into action. Get actionable insights on how to balance AI tools with human connection as presenters.

ATTENDEES WILL:

- Recognize the risks of AI-drafted presentations that can cost a speaker their credibility and trust with an audience.
- Learn how to use prompts and questions to build and humanize a presentation created with AI, based on your own content and intellectual property.
- Understand how to edit an AI-assisted draft into your own voice, ensuring that every presentation demonstrates your one-of-a-kind point of view, unique personality and lived experience that no one else can replicate.

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

DITCH PERFECTION AND CREATE CONNECTION THROUGH COMMUNITY AND COLLABORATION

It's hard to build community when you're always putting out fires. And you're faced with constant demands and stress, so focusing on your own growth and relationships feels overwhelming. But building relationships and community can help with the demands and stress! Let's talk about how learning to ditch perfection and create connection through communication and collaboration can help everyone achieve their goals!

ATTENDEES WILL LEARN:

- Cultivate a mindset of collaboration
- Discover how to recover from setbacks
- Understand how to build confidence and remember their courage
- Focus on strengths instead of weaknesses
- Identify their core values
- Give the gift of presence and listening
- Embrace, celebrate and own their own uniqueness
- Stop trying to know, do, and BE everything for everybody

GET PSYCHED: SIX MINDSET SECRETS OF SUCCESSFUL SPEAKERS

Thought leaders and changemakers who have an important message to share 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

NETWORKING FOR HUMANS: CONNECTING WITH PURPOSE

Networking is an essential part of being a leader and promoting yourself and your work. But it can also feel contrived, stressful and demoralizing. We hope networking will look like a direct line to new relationships and business, but it's a much more winding journey with an unknown outcome. The key to building relationships through networking is putting connection first. We all want to be seen, heard and valued as humans, and we also have to see, hear and value those we meet in the artificial setting of a networking environment.

ATTENDEES WILL LEARN:

- How to prepare for networking
- How to be a giver, not a taker
- Elements of a professional introduction (aka "elevator speech")
- Tools for building relationships
- How and why to stand out in the crowd
- How to apply the People Pyramid and the Three Zones of Networking
- Following up in a timely and effective manner

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

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 accurate research and appropriate resources
- Practice sharing their message in an engaging and practical way

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

"We were lucky enough to have Lisa as our keynote for CalSAE's Seasonal Spectacular. She was a delight to work with in the pre-production planning phase, and onsite she delivered a high energy, engaging, and memorable experience for our attendees.

If you are looking for a genuinely enthusiastic keynote to energize your attendees, Lisa is your person! Highly recommend!"

Megan Denhardt, CAE, Event Producer

You were the BEST way to kick off the weekend and get everyone engaged. We couldn't be more pleased. They had literally never had a speaker come to the annual meeting and talk to them about a non-legal subject. You may have altered their lives forever."

Tracey Booth, Association Manager, California Association of Legal Document Assistants

See more speaking and training feedback here: https://www.talkadot.com/s/coachlisab

5 REASONS TO HIRE LISA

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's 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!

For social impact organizations: 16 years experience in the nonprofit sector

Lisa began her nonprofit career as an advocate, program director, facilitator and trainer in 1992. She co-founded her own organization in 1997, leaving the the sector in 2005 to start her coaching and speaking business. She *gets* the needs and practices of nonprofit organizations.

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 programs.

Program 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

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!

ABOUT LISA

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.

View some short presentation clips here.

Book a call to discuss your event!



Thank you!

I look forward to discussing how I can serve you!



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