iSpeak

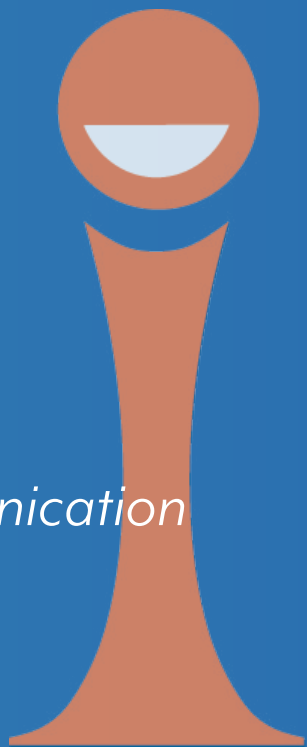## Services & Offerings
Catalog

Helping you achieve more through better communication

Greetings,

Thank you for considering iSpeak for your communication training. Our mission at iSpeak is to help others achieve more through better communication. Whether it's influencing a team toward a positive change, presenting data more concisely, or leading with confidence and approachability, we love helping others improve!

This catalog contains a description of all our training services and pricing. Please contact us with any questions.

When we communicate more effectively, we achieve better results, establish better relationships, and help our teams thrive. Thank you for choosing iSpeak to assist you on your improvement journey!

All the best,

The iSpeak Team

Section 1:
Overall Pricing and working with iSpeak

Section 2:
Content Descrptions

- Instructor Led Training - Both In-Person and Virtual Class listing

- 2-Hour Master Class Training - List of 10 Master Classes

- Webinar Topics - List of topics to be delivered in a 1-hour webinar

Section 3:
iSpeak Communication Assessment

- Before choosing your training options, take an assessment to guide you to the right training for you!

Section 4:
Coaching Services and Options

- Overview of the methods iSpeak facilitates communication coaching

Section 5:
Meet the team

iSpeak

Do your Presentations tell the story?

Whether you're a senior leader, engineer, or business professional, your opportunity to speak is coming... **Will you be ready?**

🌐 **ispeak.com**

✉️ **info@ispeak.com**

ℹ️ **512.671.6711**

"The instructor and the course will make me a more effective presenter… I will be forever thankful and never forget this experience." – Matthew B.

Why do our customers choose to work with us?

We Listen
Each of our customers is unique. iSpeak workshops can flex to adapt content and delivery into alignment for you.

A Tested Methodology
The iSpeak system is a time-tested and well-traveled methodology that has made its mark in hundreds of companies around the world.

Accomplished Instructors
Experienced and attentive coaches pinpoint the strengths and growth potential of students, learn the terminology of the company, and adjust the exercises to align with your real-world scenarios.

Actionable Advice
The tools and skills taught are simple to grasp and easy to use the very next day.

Delivery Options and Pricing*

ILT (plus travel)**:**
   1-Day $6,800
   2-Day $12,000

VILT: 7-Hour $5,800

Master Class (up to 30 students)**:** 2-Hour $3,000

Webinar (up to 100 students)**:** 1-Hour $2,000

Coaching:
   Synchronous $5,000 per day

Special Projects: Contact us for quoting

Class size varies per class topic. ILT & VILT see next page.

Our customers are organizations who find measurable value in clear and effective communication between their teams, partners, and prospects.

Corporate Ovations – 2 days - up to 12 students

Use powerful tools for creating structured messages, practice presentation delivery and engagement techniques, handle questions, and learn slide design for focus and simplicity. This workshop includes many tools from all of iSpeak's workshops. Receive professional coaching on each presentation. 3 Recorded presentations with feedback.

Presenting Data Analytics – 1 day - up to 12 students

Learn messaging models to create and deliver more clear, concise, and complete Data Messages for informing, interpreting, recommending and influencing audiences. In this workshop, you'll learn the 4 defined paths for constructing and delivering data presentations. Then, practice applying these tools by creating your own data-supported message. Multiple practice activities with feedback.

Message Builder – 1 day - up to 12 students

Audiences have questions… "Where are you taking me? Why should I listen? What do you want me to do? Why should I care?" Does your message give answers? You will receive a proven messaging model with 11 unique elements giving you countless possibilities to arrange your content for the greatest impact. 2 Recorded presentations with feedback.

Visual Storytelling – 1 day - up to 15 students

The slides for a presentation are not the story, but they should tell a story. How will you visually present the narrative your data is telling? Practice using PowerPoint and receive time-saving short cuts to create focus and simplicity. Bring a current slide deck and you will create a whole new engaging look! Before and after activity with coaching.

Spontaneous Presentations – 1 day - up to 12 students

Have you ever been put on the spot to present in a meeting? Most people call this "thinking on your feet." We call it Spontaneous Presentations. You will practice using simple powerful tools so you are better prepared for your next high-pressure communication situation. 3 Recorded presentations with feedback.

Leader Presence – 1 day - up to 12 students

Whether you present to leaders or you are a leader, delivering your message with confidence and approachability is a challenge. You will practice techniques to control your body language, your verbal delivery and the delicate balance between the two. Leaders with presence create the greatest engagement and influence with the audience. 2 Recorded presentations with feedback.

Corporate Storytelling – 1 day - up to 12 students

While storytelling sounds like it doesn't belong in a business setting, it is actually the foundation of all business communication. In business we just refer to it by a different name like the business narrative or the case study. You will receive multiple business narrative templates and you will practice your story delivery. Learn to let your data tell the story. 2 Recorded presentations with feedback.

Tools for Influencing – 1 day - up to 18 students

How do you influence when you have no formal authority? Influence is only effective when you know what you're aiming for and if you have the proper power source. You will learn the 4 influence results, 3 power bases and 12 influence tools. You will practice applying influence in writing, one-on-one, and in front of a group. Multiple practice activities with feedback.

Virtual Presentations – 1 day - up to 12 students

Every audience wants the presenter to be engaging but doing that in a virtual environment comes with a whole new set of challenges. You will learn the three key areas of engagement: what they see (slides/video), what you say (message), and how you deliver it (vocals). You will also receive methods to overcome the typical virtual mistakes. 2 Recorded presentations with feedback.

iSpeak

2-Hour Master Class Series

Workshops focus on individual, targeted skills and tools.

Get the training you need in the time you want!

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The Challenge Today...

It's challenging to find the tools and training you need right when you need them. Taking a 14-hour workshop is fine, but what if you only need 1 or 2 skills from the entire class? Why invest two whole days in a classroom when all you really needed was covered in 2 hours?

What if there were highly focused courses in an easier to attend time frame? These courses would only focus on the 1 or 2 skills your team is looking to improve.

How We Help...

These 2-hour workshops provide access to all 4 levels of learning in a timely manner: **Awareness** (by doing exercises with peer observation), **Understanding** (live instructor for content delivery with Q&A), and **Skill** (application exercises in groups). The 4th level of learning is called **Classroom Mastery**, which is accomplished through application activities, combined with personalized coaching and feedback.

Coaching in our Master Classes is provided by your peers in breakout groups.

Master Class Offering

The Approach
We pulled the "greatest hits" from all of our workshops and made them available to you in shorter, highly focused, activity-based workshops. These are not webinars! These are not self-study programs!

The Structure
• 2-hour workshops
• Focused on specific skills and tools
• Up to 30 learners
• Interactive exercises with group activities

The Cost
• $3,000 per session for up to 30 learners (i.e. $100 per person)

The Courses
iSpeak has started with 10 topics from our highest rated class material (listed below) and is continuing to add more titles every year.

Simplify Your Message

In today's world of big data, meta data, and technical information our presentations can become overwhelmed with too much complexity. As technical subject matter experts, your messages need to be clear, concise, and complete for your audience to get what they need from your message.

Attendees: Project Managers, Software Developers, Engineers, Analysts

MC2201: Message Builder Master Series

Whether you are a leader or individual contributor, we all experience times when we need to inform or influence an audience. Whether you are updating the leaders on the project status or speaking to senior leaders to ask for a budget increase, wandering messages with no point will fail every time. But a well-structured message targeted at the audience's needs will get you closer to your goal. Learn how with this powerful message framework.

Key Skills: Message Preparation, Message Structure, Audience Analysis, and Message Alignment

MC2202: Data-Telling: Create Clarity & Engagement with Your Data

Learn how to engage your audience through data translation, practice using data description tools to create an impact, and facilitate a deeper level of understanding with your data. Audiences want to not only understand the logic of the data, they want to understand the weight, the gravity, and the importance of the data. Help them engage by implementing these 4 data engagement tools to leverage your creativity in sharing the data.

Key Skills: Data Translation, Stronger Message Impact, Creative Simplified Descriptions

MC2203: Presenting to Executives

Learn how to create clear, concise, and complete messages. Practice preparing your message with focus on 3 key elements of Answer, Journey, and Ask. Then, prepare and deliver your message using the iSpeak Executive Quick Message Model, designed to set the stage quickly and get to the heart of the executive discussion.

Key Skills: Message Preparation, Concise Messaging, Presentation Skills

Influence Without Authority

The challenge for many speakers today is attempting to influence an audience when the speaker has no real authority. These workshops are designed to provide messaging design tools to move your audience toward an action. If you are in sales, on a project team, or speaking to your superior, these techniques can help you achieve more.

Attendees: Sales Professionals, Project Managers, Software Developers, Engineers, Analysts

MC2204: How to Build Trust Through Quality Conversations

Building trust and rapport with others is key to influence without authority. It can only be done through quality conversations. Many conversations never make it to the 3rd level of conversation where rapport thrives. Learn the three levels of conversations, how to achieve the 3rd level, then practice using the conversation tool.

Key Skills: Questioning, Listening, Influence, Empathy

## MC2205: Discovery Conversations: How to Gather Data Before You Attempt to Influence

People don't make decisions without a good reason. When you understand how to uncover their underlying motives, it becomes easier to see why they take the actions they do. When you know their decision criteria in advance, you can better construct your messages to be more persuasive with them.

Key Skills: Influence, Questioning, Listening, Audience Alignment

MC2206: Influential Storytelling to Promote Change

Whether you are a leader or individual contributor, we all experience times when we need to move a group toward action. Whether you are encouraging the project team toward a new course of action or speaking to senior leaders to ask for budget increase approval, inspiring a team can be done when you have the right tools.

Key Skills: Message Structure, Generate feeling in your message, Inspire through story
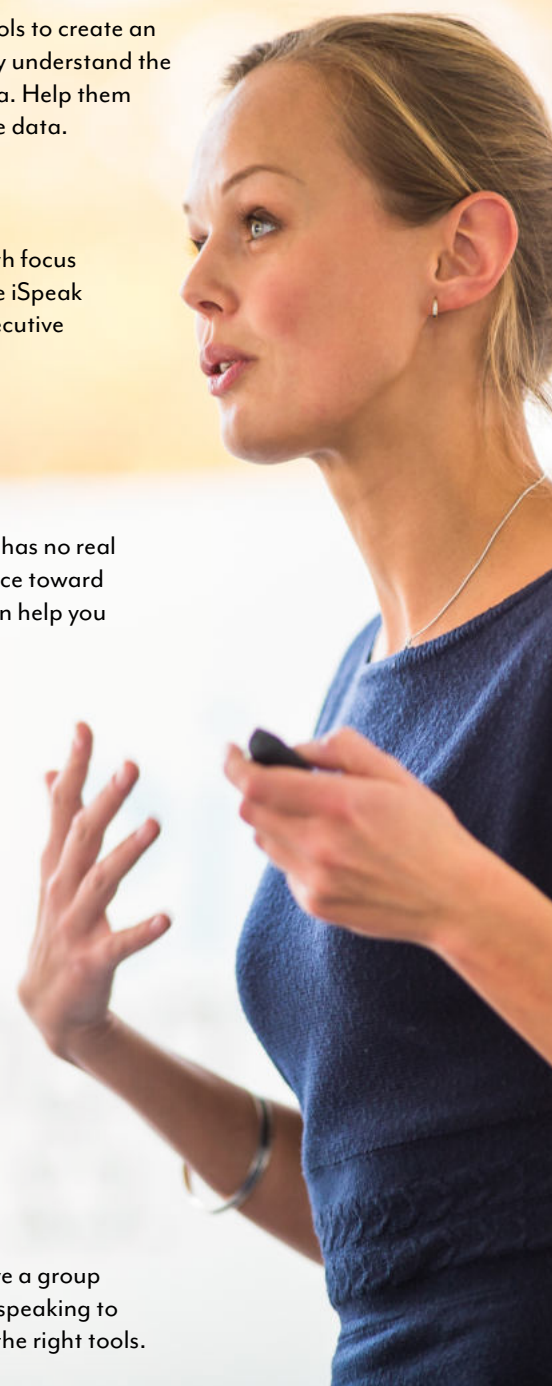
Authentic Presence and Delivery

Developing leaders in your organization means developing their ability to communicate up, down and across the org chart. These workshops are designed to help learners present confidently, develop concise messages, and think on their feet while answering challenging questions.

Attendees: High-Potential Leaders, Subject Matter Experts, People who present to Customers & Leaders

MC2207: Develop Your Leader Presence

Identify the 3 key areas of communication that affect leader presence and how to enhance them with your audience. Authentic leadership is defined in 3 key elements delivered to an audience using 3 channels of communication. Practice your authentic leader presence style by presenting to a group and getting feedback.

Key Skills: Alignment of your verbal & vocal channels, Reduce filler words, Enhance delivery for impact

MC2208: Making PowerPoint Work: 12 Tips for Design and Delivery

Build your slides using PowerPoint tips and tricks to be more efficient. See an immediate return on your 2-hour investment in class when you learn time-saving tips, short cuts, and new ways to visually communicate your message.

Key Skills: Visual focus, Simplicity, PowerPoint efficiencies

MC2209: Thinking on your Feet in Everyday Communication

Do you get asked questions in meetings, and you have little time to think about your response? Thinking on your feet can be made easier if you have templates for constructing typical responses. Learn and practice a method for projecting confidence and quickly constructing messages in the moment.

Key Skills: Listening, Confidence in presenting, Message construction

MC2210: How to Handle Aggressive Questions: Responding When Emotions are High

Not all presentations have a friendly audience. Have you been in the middle of delivering a message only to be interrupted by someone with a different opinion? Has that opinion ever come across extremely strong or even aggressive? In this workshop, learn a proven method for dealing with hostile questions to keep the emotions in line. Then, practice this tool in a small group setting and get peer feedback.

Key Skills: Spontaneity, Confidence, Overcoming obstacles

"This is one of the most effective training courses I've attended. Besides all the tools and practices, the virtual training also set a great example of how to do remote communication well."
— Nick Li

iSpeak
WEBINARS

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Highly engaging delivery
Tools your team can immediately use

All webinars are 1-hour, up to 500 attendees, and $2,000 investment.

Virtual Presentations

Every audience wants the presenter to be engaging but doing that in a virtual environment creates a whole new set of challenges. Learn how to pivot your presentations to a virtual delivery and engage your audience from the very first slide!

Let's be honest, not every business presentation you've seen has been stellar. Now, throw in the extra hurdle of delivering that presentation on a virtual platform and the hurdle now seems more like the pole vault bar! Proper virtual engagement includes three key areas: what they see (slides/video), what you say (message), and how you deliver it (vocals). In the iSpeak Virtual Presentations webinar you will learn how to engage your audience in all three of these areas.

We will also give you simple methods to overcome the typical mistakes made by virtual presenters. Take your virtual presentations to a whole new level. Learn how to present virtually from the name you trust... iSpeak.

Corporate Storytelling

Have you given them the data but they still don't seem to get it? They just don't agree? They're not influenced to move or change? Learn your most powerful communication tool to create understanding, connection, and influence... The Story.

We tell stories all the time in business, but they go by different names like project plan, case study, narrative, sales forecast, or customer review. Every time you attempt to inform or persuade, you share a story, but instead of just dumping data on your audience... you can help move the audience forward by telling a better story!

In this webinar, you will receive models and techniques to help you achieve more by telling a better business story. What kind of story are you telling?

Leader Presence

The most effective speakers project their most confident and approachable self to the audience. Learn how to communicate effectively as a leader by projecting your Leader Presence.

In the iSpeak Leader Presence™ webinar, you will learn communication skills focused on your presence and delivery. If you've ever wondered about those speakers who just seem to have "it" while others don't, we can help you not only define "it", but we can help you find yours.

iSpeak will help you master your first impression, project confidence, and increase your approachability in this webcast.

Tools for Influencing

How do you influence when you have no formal authority? In today's matrixed organizations knowing how to lead others effectively without authority is a powerful skill.

Influence is only effective when you know what your aiming for and if it has the proper power source. In this webinar you will learn where influence draws its power from and how to choose which communication tool is best.

Applying influence can be done in writing, conversation and from the stage. Who will you lead to a better tomorrow?

Message Builder

Are we there yet? Have you ever felt that way when you're listening to a speaker drone on and on? Learn simple templates for constructing messages that move!

Audiences have questions… "Where are you taking me? Why should I listen? What do you want me to do? Why should I care?" Does your message answer each of these?

You will receive a proven messaging model with 10 unique elements giving you countless possibilities to arrange your content for the greatest impact and audience response.

Visual Storytelling

Learn how to deliver a presentation that is visually appealing with focused simplicity

Not all presentation slide decks are created equal. Unfortunately, many slide decks are created with the ideas and data with no thought put into how the visual appeal is in line with the narrative. In this webinar you will learn simple methods for creating FOCUS and SIMPLICITY for your audience as they follow your message.

Give the audience what they came for by providing the storyline through the visuals.

How to Handle the Aggressive Questions

When someone disagrees with you, or has an aggressive question, how do you react?

Conversations and persuasive presentations aren't always pleasant when someone has a strong opposing opinion. When we let our emotions get out of control, our intelligence tends to run low.

This is why some of our worst decisions are made when we our feelings are far from equilibrium. Our formula for responding to these tough questions can help you check your emotions before they take over your response. Learn how to maintain control of your decisions and respond in a way to maintain the conversation.

Presenting to Executives

What makes speaking to senior leaders so challenging? How can you structure your messages for an executive audience?

Speaking to senior leaders can present a new set of challenges. When this audience isn't getting what they came for, they tend to interrupt with their questions and requests. The needs of this audience parallel most audiences, but senior leaders will let you know immediately if you're missing the mark.

In this webinar we will share the two messaging models we have found that all senior leaders love. Both models will help you create and deliver more clear, concise and complete messages.

How to Build Trust Through Conversation

Want to be better at the art of conversation? Want to build trust with everyone you talk to?

The strongest relationships are built on trust and trust is built over time… but how? Much of it is affected by how we communicate with each other through conversation. Taking our conversations to a trust-building place (level 3) enhances our relationships. Learn 3 different levels of conversations in this webinar and how to navigate through them using a 3-step follow-up questioning technique.

You'll become a better conversationalist, develop trust, and enhance both your business and personal relationships.

Have a special webinar topic request? Just let us know!

How do you make sure your learners take the right classes?

Give them the training that addresses **their exact needs.**

Assess their communication skill needs in less than 15 minutes.

iSpeak's Communication Assessment evaluates communication in 10 topic areas sorted into 3 major categories of Messaging, Presence, and Influence. The 18-page personalized report will give detailed information on each person's strengths and skill gap areas.

Various Reporting Options

- Individual Learner Reports
- Detailed Admin Reports
- Cohort Reports
- And more!

How does the Assessment tool work?

Identify strengths and gaps

- 18-Page personalized report, identifying strengths and gaps

Identify most needed training

- The Top 5 recommended iSpeak Master Class workshops from the library of 10

Identify what the team needs for better ROI

- Cohort Summary Report helps L&D Leaders select the most needed skill workshops leading to a faster ROI on training investments

Learner Report gives insight into skill levels from a high view to a granular level.

The Cohort Admin Report will give granular data for each response PLUS a summary of the largest skill gap areas.

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Are your Sr. Leaders READY for the HIGH-STAKES Stage?

One-on-one coaching is a highly customized and personal service tailored toward the specific needs of one individual. iSpeak's coaching services center on focused areas of communication.

> *"I was really grateful to have Russ's feedback and guidance through preparing for our keynote. It was my first time speaking to an audience in the thousands and I feel he helped me to be the best version of myself when I walked onstage. I didn't fall!"*
>
> *— Mallory Earll, Sr. Product Mgr., Workiva*

Coaching Program - 3 in-person sessions
$15,000 (plus coach's travel)

Since 1999, iSpeak coaches have been assisting senior leaders and executives with their high-stakes presentations. Based on that experience, iSpeak recommends several focused sessions to provide the greatest impact and skill development. Each session is focused on a specific communication goal.

Coaching Assessment Call/ Video Call
30 to 60 minutes

In this call, your learner and the iSpeak coach will have a conversation to meet. There are two objectives for this call. First, we want to make sure your learner feels comfortable with their iSpeak coach. Second, the iSpeak coach will gather information to help guide the focus for the first in-person coaching session.

Coaching Program
3 In-Person Sessions

Each coaching session will range from 2-6 hours, depending on the project or focus. iSpeak recommends 2-3 hours for each session. Each session is scheduled 1-2 weeks apart. As needed, coaches set video meeting calls between the in-person sessions to check on progress.

Focused Topic Areas for Coaching

- Leader Presence
- Influence & Inspiration
- Executive messaging (clear, concise, complete)
- Thinking on your feet (handing questions)
- Storytelling

General Coaching Sessions (Custom sessions based on need)
$5,000 per day (plus coach's travel)

While a structured program of focused sessions works best for continued growth, custom coaching sessions can be targeted for special events. For example, if a senior leader is invited to deliver a keynote at an industry trade show, our coaches can help get them ready.
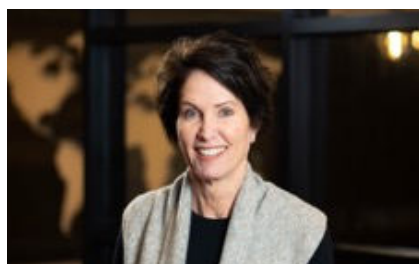
iSpeak

About us...

We began iSpeak in 1999 with the purpose to develop communication skills for improving people's lives both personally and professionally.

We've also been awarded 4 Stevie Awards from the American Business Awards and the 2014 Global Business of the Year Award from the Round Rock Chamber Awards.

We're based out of Round Rock, Texas (Austin area) and our customers span the globe. We've delivered our communication workshops to tens of thousands of students in places like Singapore, China, Malaysia, Abu Dhabi, Romania, Germany, Ireland, the United Kingdom, Brazil, Panama, Mexico, Amsterdam and all over the United States.

All of us at iSpeak are united in a singular purpose. We exist to help you and your teams achieve more through better communication, both personally and professionally. We appreciate the opportunity to serve you and your team.