



Services & Offerings

# Catalog

*Helping you achieve more through better communication*





# What You'll Find Inside

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 at [info@ispeak.com](mailto:info@ispeak.com) 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 Descriptions

- 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:**

Coaching Services and Options

- Overview of the methods iSpeak facilitates communication coaching

## **Section 4:**

Meet the Team





# 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](http://ispeak.com)  
 [info@ispeak.com](mailto:info@ispeak.com)  
 512.671.6711

## 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.

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

## 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 500 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.*



## CORPORATE OVATIONS

### Corporate Oventions – 2 days - up to 10 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 presentations with feedback.

# iSpeak ILT & VILT Course

## PRESENTING DATA ANALYTICS

### Presenting Data Analytics – 1 day - up to 15 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

### Message Builder – 1 day - up to 10 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 presentations with feedback.](#)

## VISUAL STORYTELLING

### 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

### Spontaneous Presentations – 1 day - up to 10 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 presentations with feedback.

## LEADER PRESENCE

### Leader Presence – 1 day - up to 10 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 presentations with feedback.](#)

## CORPORATE STORYTELLING

### Corporate Storytelling – 1 day - up to 10 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 presentations with feedback.](#)

## TOOLS for INFLUENCING

### Tools for Influencing – 1 day - up to 15 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.](#)

## INFLUENCING CHANGE

### Influencing Change – ½ day – up to 15 students

When presenting messages to influence an audience, it is important to understand how people consider whether a change is even necessary. Once the decision to change has been made, only then will potential options be considered. In this workshop, you will work as teams to evaluate and understand risk before you construct a team influence message. Then, you'll create your own message to address your personal influence situation. [Multiple group and individual exercises with feedback.](#)



# 2-Hour Master Class Series

Workshops focus on individual, targeted skills and tools.

**Get the training you need in the time you want!**

-  [ispeak.com](http://ispeak.com)
-  [info@ispeak.com](mailto:info@ispeak.com)
-  512.671.6711

## 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 Investment

- \$3,000 per session for up to 30 learners (i.e. \$100 per person)

### The Courses

We have 10 topics from our highest rated class material (next page) and we are updating our 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

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

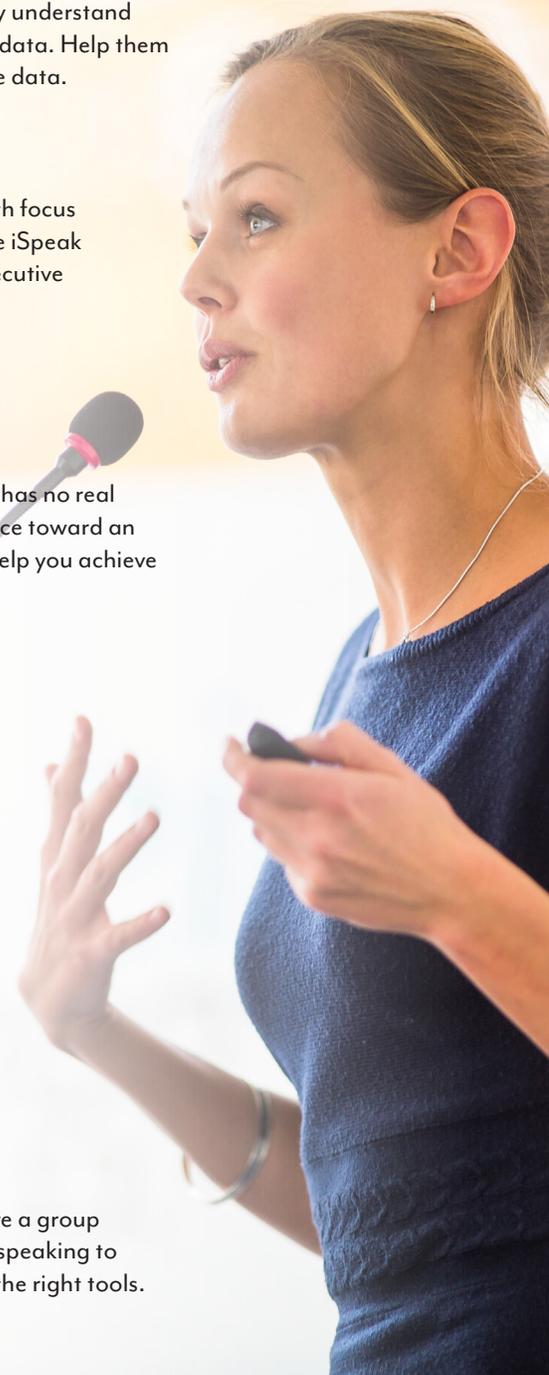
People don't make decisions without a good reason. When you understand how to uncover their underlying motives, it becomes easier to see why they take the actions they do. When you know their decision criteria in advance, you can better construct your messages to be more persuasive with them.

**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

Highly-engaging delivery

Tools your team can immediately use

 [ispeak.com](https://ispeak.com)

 [info@ispeak.com](mailto:info@ispeak.com)

 512.671.6711

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

## Messaging Webinars

### WEB2401 Building a Better Message for your Audience

Learn how to create a structured presentation and prevent wandering messages.

Messages fail or disappoint because they are too lengthy, provide too much depth in the wrong places, or seem to be constructed for a different audience. In this webinar, you will receive the blueprint for preparing your presentation message, analyzing your audience, and constructing a more effective presentation.

**Key Skills:**

Message clarity, message alignment to audience

### WEB2402 Four Tools to Translate Data for your Audience

Learn how to translate your data for different audiences so they not only understand but engage!

Data doesn't have a voice. It needs a storyteller. If you want your data to engage your audience, you need more than just their understanding of the numbers. You need translation tools for creating impact. If you're an engineer speaking to a group of salespeople, how can you get this group to feel the impact of the data and not just understand the math? In this webinar, you will learn four tools for translating your data to create greater engagement and impact with your audience.

**Key Skills:**

Engaging the audience with data, promote data understanding

### WEB2403 Get to the Point when Presenting to Others

Learn how to present clear, concise, and complete messages to your audience.

Messages that wander around with no clear direction waste everyone's time. The audience doesn't get what they came for and the speaker doesn't gain their understanding, buy-in, or approvals. No one wants that to happen. In this webinar, learn two messaging models designed to give the "executive summary" version of an informative message or an influential message. Whether you're speaking to a group of executives or a group of peers, everyone appreciates speakers who get to the point!

**Key Skills:**

Message clarity, answer-first design, messaging influence

## Influence Webinars

### WEB2404 Communication Tools to Help Navigate Difficult Situations

Learn how people differ in their communication preferences and what tools work best to keep things productive.

It's no surprise that people are different. How we each approach a situation depends on our personal communication style and preferences. When our communication styles differ dramatically from others, we can find ourselves in challenging situations. In this webinar, you will learn 4 common communication style preferences and how to navigate tough situations when you're dealing with someone of a different style than your own. When viewpoints differ, you need a communication method for de-escalation. You'll also learn a communication tool to prevent conversations from becoming heated and unproductive.

**Key Skills:**

Conversation tools, conflict management

### WEB2405 Building Trust Through Quality Conversations

Learn powerful conversation tools used for building trust and developing genuine rapport.

We all know that trust is built over time and can be lost in an instant, but how can we consciously develop trust with others? Strong rapport and relationships create trust. When trust goes up, speed goes up, and costs go down. In this webinar, you will learn several tools for creating stronger conversational environments, deeper relationships, and greater levels of trust. Help your team succeed by showing them how to build their trust relationships with others.

**Key Skills:**

Conversation skills, empathy, developing trust and rapport

### WEB2406 Learn the Building Blocks of Power and Influence

What are the building blocks of influence? Learn the outcomes, power sources, and tools of influence.

Having greater influence begins with understanding how influence works. There are influence goals, power sources, and tools. In this webinar, you will learn the building blocks that make up the foundations of influence. Once you understand how influence gets its power and which tools can be used, you can approach your influence situations with more confidence.

**Key Skills:**

Influence, messaging, confidence

### WEB2407 How to Build an Influential Message to Initiate Action

Change happens when people are sparked into action. Learn how to build a business narrative to promote change.

Influencing others to act always involves two decisions in their minds. First, is there a reason to change anything? Second, if we must change, what path should we take? In this webinar, learn the model for constructing an influential message to create movement and action. These models help you navigate the change process with your audience by helping you construct a better business narrative.

**Key Skills:**

Messaging influence, message structure, business narrative construction

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

## Leader Presence Webinars

### WEB2408 Developing your Brand with Authentic Leader Presence

Learn the three elements of authentic Leader Presence and how to develop it with your core values.

Our students often ask us, “How can I look more confident when I present?” That should not be your goal. A better question to ask yourself is, “How can I BECOME more confident when I present?” You see, Leader Presence is not about acting. It’s about authenticity. In this webinar, learn the 3 elements that make up leader presence and how to discover, develop, and share your authentic self when you present.

**Key Skills:**

Personal brand, leader presence, confidence

### WEB2409 Leading Change with 4 Different Influence Approaches

Learn 4 messaging models to help the team face unknown and risky futures.

Leading others into a new and different future will create questions from the audience. Their questions might include, “What’s the likelihood we will achieve this?” or “What do we have to lose/gain?” When the audience has questions, they will look to you for answers. In this webinar, you will investigate 4 different scenarios for risk and change. Then, you will learn a messaging model to help you create a presentation designed for each scenario.

**Key Skills:**

Messaging influence, leading others, communicating risk, storytelling

### WEB2410 Presenting in the Hot Seat

Learn how to think on your feet and respond to the toughest questions with confidence.

Thinking on your feet requires more than just quick thinking. It requires a plan. First, when you have an expectation of what the audience might ask you, it becomes less stressful. It also requires less effort when you have powerful response models practiced and ready to use. In this webinar, learn response tools for handling questions and requests from your audience. With only a few of these simple models mastered, you can handle those tough presentation situations.

**Key Skills:**

Thinking on your feet, responding to questions, confidence, answer first message design

*“Thank you! I feel more prepared for my upcoming presentation.”*

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



# COACHING

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

 [ispeak.com](http://ispeak.com)  
 [info@ispeak.com](mailto:info@ispeak.com)  
 512.671.6711

*“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.”*

*– Mallory Earll, Sr. Product Mgr., Workiva*

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.

## 6-Week Virtual Coaching Bundle

- Week 1: Your **Presence**
- Week 2: Review of Applied Presence Tools
- Week 3: Your **Message**
- Week 4: Review of Applied Messaging Tools
- Week 5: Your **Delivery** – Thinking on your feet
- Week 6: Review of your Delivery

## 12-Week Virtual Coaching Bundle

- Weeks 1 – 6 PLUS...
- Week 7: **Influencing Change**
- Week 8: Review of your Influence Message
- Week 9: Building a **Business Narrative**
- Week 10: Review your Business Narrative
- Week 11: Using **Supporting Stories**
- Week 12: Review your Supporting Story

## Custom Coaching Sessions

*\$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.



## 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 won 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.**

