



EMS Communications

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FACT SHEET

Our Mission: ridding the world of boring presentations, one speaker at a time!

Results are critical, but to be truly effective, any training must also be interactive, engaging, and even entertaining to keep busy executives interested. When you bring in EMS Communications, you'll get intensive, customized coaching providing tips, tactics and advice designed to make your team more effective as presenters and leaders. Participants walk away with tools they can use right away to increase their levels of confidence and conviction when delivering any kind of presentation.

Our clients engage us in a number of ways:

1. Our three-day **Customized Corporate Program** can be conducted on-site for up to eight people, with six being the optimal number. The process begins with two-day workshop, followed 3-6 months later by a one-day follow-up session. Each session combines a variety of group discussions and videotaped role-plays which enhance the participants' skills in both formal presentations and one-on-one interactions. Group feedback and one-on-one coaching are key ingredients in the learning process.
2. Our two-day **"Hybrid Workshop"** option works well when people are too busy to spend two full days away from their job. Designed for 3-6 participants, this two-day option combines a half-day group workshop on the morning of Day 1 with individual sessions over the next day and a half.

During the first half-day, all participants are together for initial discussions and videotaped exercises with two EMS coaches, one leading the classroom portion and the other taking people for private video review. We then schedule private two-on-one video-intensive working sessions during which each participant can practice his or her own skills and receive hands-on coaching.

3. Our one-day **Large Group Seminars** are a popular option for getting more people (up to 30) involved. These full-day interactive workshops give a taste of communication and presentation skills to employees, and always deliver education, entertainment, a bit of stress and a lot of fun. There are opportunities for volunteers to speak in front of the group, captured on video for demonstration purposes, along with small-group breakout exercises in which each participant presents to 3-4 others around a table.

4. Our one-day **Small Group Workshops** can accommodate 5 participants. The agenda typically focuses on improving physical delivery skills and speaking with confidence, with time for three video sessions per person, each followed by private video review. During the third videotaping, participants practice for and deliver an actual business presentation using handouts, PowerPoint, or other visual aids.
5. Our private **Executive Speech Coaching** provides intensive training specifically tailored to individual needs. The process, involving self-assessment and videotaped exercises, combined with direct and brutally honest feedback from two EMS coaches, gives a participant the opportunity to see themselves from the listeners' point of view. By experimenting with a range of options while preparing for an upcoming speech or presentation, they're able to determine which techniques work best to fit his or her personal style. The bottom line to our clients is this: you can count on EMS to dramatically improve your skills as a communicator and leader.

A typical engagement begins with a full-day session, with subsequent follow-up sessions as needed starting 3-6 months later.

6. **Long-term Executive Coaching** is available for executives looking to greatly enhance their leadership and communication style. Clients engage us for a six-month or one-year relationship, during which they have a series of one-on-one sessions and phone calls with their EMS coach. Interviews with peers and direct reports help direct the coaching by providing insights into the client's everyday management style. We attend executive team meetings, go on the road to important presentations, and do whatever else is needed to get our clients to where they need to be.
7. We also offer **two-day public workshops** entitled *SELL It, Don't TELL It: Taking Business Presentations to the Next Level*. These sessions are held at our offices six times per year, with a maximum of eight participants, and are limited to no more than two people from any company. Videotaped exercises and one-on-one coaching are critical elements in helping participants see immediate and long-lasting results.

This option works well for individuals, smaller companies, or potential clients interested in "checking us out" prior to making a more substantial commitment.

Pricing (not including out-of-town travel expenses if necessary):

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| 1. Customized Corporate Workshops: | \$20,000 (includes two-day session and a third follow-up day) |
| 2. Two-day "Hybrid Workshop": | \$13,500 |
| 3. One-day Large Group Seminars: | \$10,000 |
| 4. One-day Small Group Workshops: | \$9,000 |
| 5. Executive Speech Coaching: | \$6,000 per day |
| 6. Long-term Executive Coaching: | Varies based upon scope |
| 7. Two-day Public Workshops: | \$1,350 per person |