Getting time or opportunity to present your information to senior management is only the first step. Once you’ve got their attention—even if only for the span of an elevator ride—how do you get your point across quickly, concisely, and with confidence?

Overview.
Our research-based Get to the Point: Speaking to Senior Management program will show you how to talk to the “top dogs”—in the elevator, in meetings, and in presentations. In this customized program, you’ll learn what decision-makers want to hear and how to tailor your message to facilitate action.

This fast-paced, interactive, one-day program includes a specialized message development tool designed to get you to the point faster while framing it as a discussion with an executive audience, and delivery skills that will help you present with confidence for maximum influence and impact.

When you have the opportunity to speak with senior executives, make every minute matter and get to the point!

Outcomes.
Upon completion of the course, participants will be able to:

- Recognize what senior executives want from others’ communications to them.
- Distill broad and/or complex topics into succinct messages, suitable for impromptu interactions.
- Quickly structure concise openings and flexible content for listener-focused presentations to senior management by using the PARE & Flare™ model.
- Demonstrate the confident, positive delivery desired by senior management.
- Respond flexibly and positively to senior management’s input during presentations.

At a glance:
- Designed for professionals who need to take advantage of limited opportunities to inform and influence senior management.
- One day program led by a Korn Ferry facilitator.
- Post-program coaching options available.
Get to the Point: Speaking to Senior Management.

When you need to exhibit knowledge and leadership skills while addressing those whose time, attention, and attitudes are not under your control, you need to Get to the Point! Learn to identify what your audience needs to hear, and how to communicate it with brevity and strength.

Using two powerful preparation tools—the PARE & Flare model for message development and the Listener Analysis Profile—you’ll be ready for face-to-face or voice-to-voice communication situations with any high-powered listener.

Program agenda.

Introduction:
Think like a senior executive: what does management want?
- The four guidelines.
  • Focus on the listener.
  • Pare it down.
  • Be flexible.
  • Deliver with confidence.

Pare it down: tools for “elevator speeches.”
- Rule of three for explanations.
- PRO™ format for updates.
- PARE™ model for persuasion.

Be flexible.
- Listener Analysis tool.
- PARE & Flare message planner for prepared messages.

Deliver with confidence.
- The 3Vs for consistent messages.
- Best practices for behavioral skills.
- Video recorded practice and feedback on prepared openings.

Interaction skills.
- Reacting to listeners’ body language.
- Paraphrasing and summarizing.
- Strategies for staying on topic and managing “surprises.”

Final exercise: “25 in 5” presentation.
- Use the tools to deliver what could be 25 minutes of information in five focused minutes, with surprise listener interaction and distractions.