

Sample Group Coaching Program

- Multi-media virtual content customized for group/industry
- Ideal for up to 40
- Includes 3 sessions (scheduled within one month; mutually agreeable dates between client and coach)
- Includes customized workbook and all prep work and discussions before each session
- Agenda and content can be tailored to work for one-on-one coaching

Session I	The Art of Storytelling (60 minutes)
Introduction <ul style="list-style-type: none">• Ideas Don't Sell Themselves• Master The Ancient Art of Persuasion	
Make An Emotional Connection Through Storytelling <ul style="list-style-type: none">• Aristotle's 3 Elements of Persuasion• Storytelling Starts with Passion• The Neuroscience of Storytelling• Types of Stories	
Novelty—Find the Hook <ul style="list-style-type: none">• The Brain Doesn't Pay Attention to Boring Things• Create a Jaw Dropping Moment	

Session II	Sharpen Your Persuasive Edge (90 minutes)
Build a Story Structure <ul style="list-style-type: none">• Deliver the Big Picture• Activity: Create a logline for a sample presentation.• Rule of Three	
Stage Your Story <ul style="list-style-type: none">• Think in Metaphor• Put Data into Context• Activity: Put this number into context.	
The Message Map <ul style="list-style-type: none">• Introduction to the Message Map• Case examples	

Session III	Deliver an Authentic Story (90 minutes)
Introduction <ul style="list-style-type: none">• AMP—Ability-Message-Practice• Video Analysis	
Delivering Confidence <ul style="list-style-type: none">• Steve Jobs' Five Step Rehearsal Strategy• 4 Keys to Effective Vocal Delivery• Activity: What does confidence look like?• TED Gestures Analysis• The Power Sphere	
Practice Time <ul style="list-style-type: none">• 2-3 volunteers (identified at the end of Session II) present a 3-minute pitch to the group• Group discussion	