

# Speak2Spark<sup>SM</sup>. *virtual*

Micro-Sessions. Macro-Results.



Connect. Engage. Inspire.



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# Program.

SPEAK2SPARK<sup>SM</sup> equips participants with tools, skills and strategies to deliver high yield virtual presentations that connect, engage, and inspire.

Micro-sessions yield macro-results. Through a series of short virtual sessions, your team will learn practical techniques that can be used immediately and will continue to grow over time.

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*“Some of the most valuable days in my career. Far more than a speaking class, it helps you become a powerful communicator. The skills I learned work for public speaking, board meetings, staff meetings and in every day life. That’s why I had my entire senior management team attend. Great leaders are always great communicators.”*

**... Managing Director &  
Divisional President,  
National Sales  
LPL Financial**

”

“

*“Your training changed my career and my life. It improved how I communicate with clients and prospects. Today, anytime I speak, regardless of the topic or the country, your training is always with me.”*

**... Senior Vice President  
Sun Life of Canada**

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# Learning Outcomes.

- Begin talks to create a ‘halo effect’ for all that follows
- Bring canned decks alive
- Structure clear & engaging messages
- Use subtext to support the text
- Appeal to both intellect and emotion
- Transform dull data into dynamic information
- Create laser-focused compelling stories
- Make humor powerful, relevant and safe
- Think and respond in action
- Harness nerves
- Get body and voice to support, rather than sabotage

# Micro-Session Modules.

SPEAK2SPARK<sup>SM</sup> connection in virtual meetings. Dramatically improve results by mastering the essential elements that lead to engagement and inspire action. This is a list of some of our pre-designed modules that can be customized to support your team's objectives.

## PHYSICALITY

Lens-focused eye contact & communication  
Vocal pacing for a virtual world  
Intentional seated postures & gestures

## Q&A

Active listening  
Reflect & pivot in action  
Invite thoughts, comments, ideas, *yeah buts*

## PREPARATION

Envision the audience-graphic  
Productive rehearsing  
Becoming camera-ready

## AUTHENTICITY

Harnessing nerves  
Shifting focus  
Strategic use of personas

## DELIVERY

Shifting sub-text  
Speaking through barriers & distractions  
Shedding automaticities  
Breaking through the 4th wall

## TEAM PRESENTING & PANELS

Preparation  
Rehearsal  
Listening  
Transitions  
Rescues

## CONTENT 1: Structure & Flow

Openers  
Closing  
Segment order: 12345 vs. 41235  
Brevity

## CONTENT 2: Connectible Moments

Snack-sized stories  
Analogies  
Purposeful humor

*"This is the best presentation training I have ever had. If you are already a good presenter, Alan & Lisa still make you better. If you can swallow your ego and be coachable, I highly recommend their training."*

**... Managing Director  
MassMutual**



American Express

Ameriprise

AIG

Alliance Capital

Allianz

AXA

Black Rock

Boston Capital

Capital Analysts

Lincoln Financial

LPL Financial

Manulife

Mass Mutual

Merrill Lynch

MetLife Investors

MFS

Nationwide

Nuveen

*“Alan provides focused insights, both as a keynote speaker and as a coach. His unique combination of wit and intellect provides people with food for thought and practical solutions.”*

**... Senior Vice President  
MFS**

CIGNA

Citibank

Credit Suisse

Delaware Investments

Eaton Vance

Fidelity

Financial Planning Association

Federated Investors

Franklin Distributors

HD Vest

Ivy Funds

JP Morgan Chase

Oppenheimer

Pacific Life

Penn Mutual

Pershing

Piper Jaffray

Principal Funds

RBC

Realty Income

Smith Barney

Sun Life

VALIC

Wells Fargo Advisors



American Express  
Ameriprise  
AIG  
Alliance Capital  
Allianz  
AXA  
Black Rock  
Boston Capital  
Capital Analysts

Lincoln Financial  
LPL Financial  
Manulife  
Mass Mutual  
Merrill Lynch  
MetLife Investors  
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**... Managing Director  
MassMutual**

CIGNA  
Citibank  
Credit Suisse  
Delaware Investments  
Eaton Vance  
Fidelity  
Financial Planning Association  
Federated Investors  
Franklin Distributors  
HD Vest  
Ivy Funds  
JP Morgan Chase

Oppenheimer  
Pacific Life  
Penn Mutual  
Pershing  
Piper Jaffray  
Principal Funds  
RBC  
Realty Income  
Smith Barney  
Sun Life  
VALIC  
Wells Fargo Advisors

**Alan Parisse** has been coaching presenters and delivering keynotes for over 25 years.

Named *One of the Top 21 Speakers for the 21st Century* by Successful Meetings Magazine, Alan was the first speaker from the investment business to be inducted into the *Speakers Hall of Fame*.

As a coach, he combines compassion and candor with a clear intention to bring out the best in each individual.



*“Alan is a serious coach. You will be challenged and will come out of it a confident speaker with tools to reach for when you have the platform. I highly recommend Alan and would use him personally and for my company again.”*

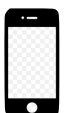
... Group Vice President  
RBC Wealth Management

*”In one hour Lisa was able to help articulate a message, create purposeful body language and tell an inspiring story. I highly recommend Lisa as a speaking coach.”*

... Vice President,  
Partnership Management & Business Development  
United Capital Advisors, Division of Goldman Sachs

**Lisa Casden** has been training presenters for over 10 years.

A former professional figure skater, coach and choreographer, Lisa's unique background and perspective helps speakers organize their physicality in ways that best support their message. She is one of a few experts in this area of speaker development.



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