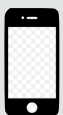


# The Speaking Intensive.<sup>SM</sup>

The Platinum Presentation Program for Financial Services.



Real People, Real Messages, Real Results.



303.668.7405



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# The Program.

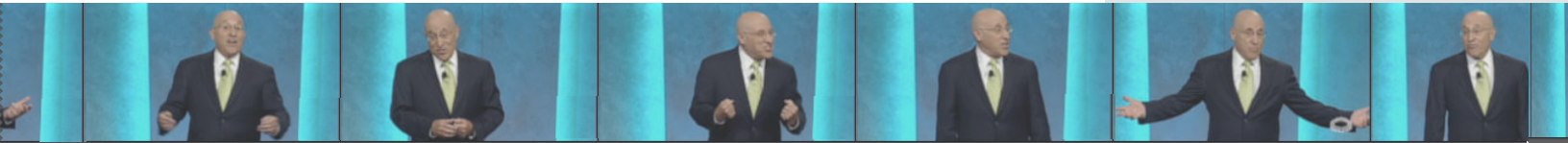
Audiences crave authenticity. Real people delivering substantive messages that resonate, change minds and create action.

**THE SPEAKING INTENSIVE<sup>SM</sup>** is 2 immersion days that equips participants with tools, skills and strategies to deliver high yield presentations.

Walk away with valuable personal insights and practical techniques that can be used immediately and will continue to grow over time.

“*The Speaking Intensive was two 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 the Intensive. Great leaders are always great communicators.*”

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



Each workshop includes:

- Individual assessments
- Pre-program audio-casts
- Reference materials
- Video recordings of coaching moments
- 30 minutes of one-to-one virtual follow-up coaching

**THE SPEAKING INTENSIVE<sup>SM</sup>** incorporates teaching, discussion, role-play and exercises to help participants uncover and develop their own unique, authentic presentation style that will allow them stand above the competition.

“*The Speaking Intensive 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**

# Key Differentiators.

Most presentation programs are mechanically based. They are designed to make presenters acceptable by fitting them into cookie cutter molds that leave them looking and sounding like everyone else.

Those programs teach the do's and don'ts - a one size fits all approach that creates a lot of sameness and puts a lid on future growth.

THE SPEAKING INTENSIVE<sup>SM</sup> is broader in purpose, more personal in approach and far deeper in impact. This program continuously produces profound improvements that keep growing for years.

*"The Speaking Intensive had significant impact on our team and me personally. His education process can truly be transformational. Participating not only made us more effective speakers, but it brought our team together. I highly recommend it."*

**... Managing Director  
Pershing**



## Here's Why.

- Real-world, elite level expertise cultivates speaking instincts that are genuine, natural and spontaneous
- Always led by the only person from the investment business to be inducted into the **Speakers Hall of Fame** and named **One of the Top 21 Speakers for the 21st Century**
- Top rated development program for over 25 years
- Small groups limited to 6 to 8 participants ensures lots of individual coaching
- Focus on financial services

*"Yours is the only speaker training I know in which a master speaker personally does the training. It made all the difference."*

**... Executive Vice President,  
Retirement Solutions  
Division  
Pacific Life**

# Learning Outcomes.

With intense immersion, participants will be able to dramatically improve results by learning how to:

- Start talks to create a 'halo effect' for all that follows
- Employ a simple method for structuring clear and engaging messages
- Bring canned decks alive
- Use subtext to support the text
- Appeal to both intellect and emotion
- Transform dull data into dynamic information
- Create laser-focused compelling stories that connect and inspire action
- Make humor powerful, relevant and safe by honing it down to its essence
- Think and respond in action by reading audiences
- Harness nerves to fuel presentations
- Get body and voice to support, rather than sabotage
- Avoid common presenter missteps

“

*“I have your six word practice burned in my brain and shared the lesson with a few colleagues today. ‘For sale, baby shoes, never worn’. Is there a better way to test whether a speech is a speech or a story?”*

**... Managing Director  
Pershing**

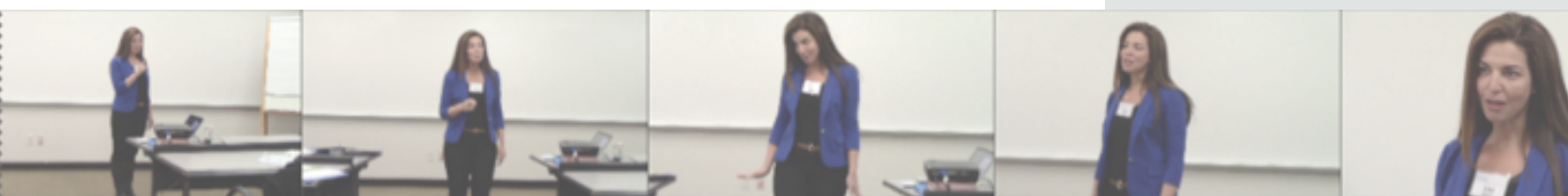
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*“Definitely the best thing I’ve done for myself in a long time. Already used what I learned... and saw amazing results.”*

**... Vice President  
BlackRock**

”





# What To Expect.

## Pre-Work Assessment & Assignments.

- Personal inventory assessment.
- Pre-workshop conference call.
- 2 pre-program audio-casts.
- Prepare 3 presentations.

## Workshop Format.

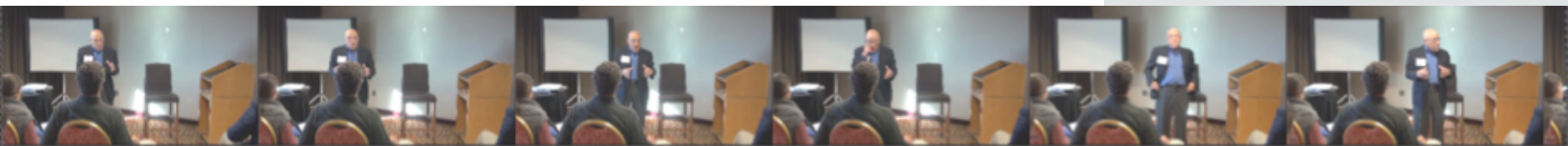
- Hands-on practical learning exercises.
- Individual and peer coaching.
- Experiment without consequences environment.

“

*“Be ready to discover the real you and be impressed with what you can accomplish. You exceeded my expectations and helped me to understand how much more impactful and effective I can be by being me – a more compassionate executive –instead of the all business persona I created.”*

**... Vice President  
Sun Life Financial**

”



## Workshop Takeaways.

- Reference materials.
- Video recordings of coaching moments.
- 30 minutes of virtual one-to-one follow-up coaching.

## Who Should Attend.

Wholesalers, trainers, administrators and sales teams taking this development program should have some presentation experience, but not everyone needs to be at the same level. A wide range of skills and experience provides the richest learning experience.

“

*“It was truly a career changing program. I say this in all sincerity - I use something from The Speaking Intensive everyday.”*

**... Vice President  
Regional Director  
Ivy Funds**

”

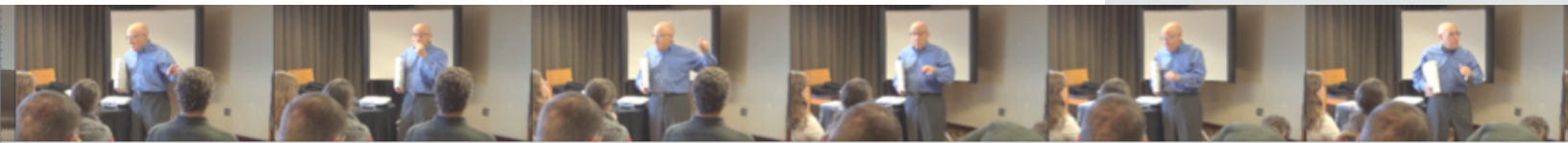
# Clients Coached.

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

*"I was thinking of taking my senior team to one of those outdoor team bonding adventures. Instead we came to The Speaking Intensive, bonded as a team and became better speakers, too."*

**... President  
Private Client Group  
RBC**



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

*"I loved working with Alan. I hired him to get me ready to MC a National Sales Conference with over 6,000 attendees. I could not have executed at that level without his preparation, expertise and guidance. I would highly recommend Alan to anyone who needs to sharpen their public speaking skills."*

**... Senior Vice President,  
Business Development  
LPL Financial**

# Client Spotlight.

“

*“If you are looking for a Quantum leap, here’s the platform. The skills taught focused on becoming a better speaker. The results were that each of us also discovered the courage within to take our careers and our very lives to the next level.”*

**... Senior Vice President  
Wells Fargo Advisors**

”

“

*“The Speaking Intensive creates a safe place to learn new ways to connect with an audience. It improved my skills greatly. I even learned ways to deliver what no one wants to hear – “I’m from compliance and I’m here to help!”*

**... Director of Compliance  
Credit Suisse  
Private Advisors**

”

“

*“Definitely the best public speaking training I have ever experienced. I am better because of it.”*

**... Field Vice President  
Pacific Life**

”

“

*“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**

”

“

*“**Intensive** is the operative word. For 2 days our group was intense. Alan made us dig deep emotionally, physically and expressively. As an experienced speaker, I didn’t realize how much more I could grow.”*

**... President  
Boston Capital Securities**

”

“

*“You described it best when you explained the difference between an acceptable presenter and a great one. 75% is being knowledgeable about the content. The other 25% is being able to use your personality, experience and individuality to deliver “you” to the audience. You showed us how to bring our personalities to the subject matter.”*

**... Asset Manager  
Lincoln Investment Planning**

”

# The Trainers.

**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.”

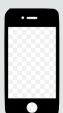
... Group Vice President  
RBC Wealth Management

”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 in financial services 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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