

# VIRTUAL OFFERINGS

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**WE INSPIRE PEOPLE TO ENGAGE, INFLUENCE AND IMPACT OTHERS THROUGH COMPELLING COMMUNICATION.**



## VIRTUAL OPEN PROGRAMS

Our open program format provides individuals with an introduction to the fundamentals of spoken communications. The session kicks off with a three-hour virtual segment in the morning to introduce SW&A's methodology on the chosen topic. Then in the afternoon, participants will be paired up for a one-hour 2:1 coaching session with their coach to receive feedback and build out an individual practice plan. Finally, each participant will receive an additional hour of 1:1 coaching the following week to reinforce skills and talk through on-going situations.

## VIRTUAL OPEN PROGRAMS

### CONNECTING STORIES TO STORYLINES

Everyone is a storyteller whether you're on a stage, across a conference table or on a video conference. Impactful presentations leverage the power of storylines to reach an objective. The best approach is to start with a compelling message, and then learn to develop a storyline that proves it out. Specific stories are tied to points within the storyline to engage the audience. This program introduces the fundamentals of a compelling storyline and memorable stories.

#### KEY COMPONENTS:

- Understanding Listener Expectations
- Creating a Powerful Message
- Developing a Storyline/Framework for Communication
- Creating Stories to Support the Storyline

### LEADING EXECUTIVE CONVERSATIONS

More than any other listener, an executive wants to know the bottom-line benefit or decision that needs to be made right up front. This program teaches how to create a compelling message and how to develop a framework for an executive conversation.

#### KEY COMPONENTS:

- Understanding the CEO Perspective
- Developing a Conversation Framework
- Aligning Needs with Solutions
- Presenting Yourself with Confidence and Conviction

### STRENGTHENING PERSONAL BRAND & IMPRESSIONS

It doesn't take long to notice that some people stand out and get noticed in a business setting. Whether it's a staff meeting, a client discussion or even a social hour, we notice people who seem confident and comfortable. It's why they get heard when they speak and noticed when they enter a room. Confidence isn't just a skill for leaders; it's a differentiator that strengthens any employee's personal brand and impact in an organization.

#### KEY COMPONENTS:

- The Power of Your Personal Brand
- Intention behind Impressions & Impact
- How You're Seen: Confident and Relaxed
- How You're Heard: Clear & Credible



## VIRTUAL OFFERINGS

SW&A offers a comprehensive and tailored training solution for every client. And when bringing a team together for a training event is not possible, we also offer virtual options to develop communication skills and maximize leadership potential. Our virtual offerings can be offered as stand-alone options, paired with in-person sessions, or delivered as a learning series.

## CUSTOM PROGRAMS & COACHING

### SW&A LEARNING SERIES

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Developing training for remote and global teams can be quite the challenge! It requires a program that delivers comprehensive learning objectives in short segments that can be added and subtracted easily to each other. It takes the energy of a great instructor, the expertise of a flexible coach and the personal touch of our team who can combine all the pieces to create an engaging and personal experience. It's a tall order, but it's one we love at SW&A!

Our Virtual Learning Series begins with an assessment to identify skill gaps across a team, create measures of success, and to help participants identify and work towards solutions that bring consistency and clarity into your organization.

Then we introduce a customized schedule of seminars and coaching sessions to help participants learn how to distill their expertise into memorable and repeatable messaging, present their ideas with confidence, and leverage the power of stories to increase influence and impact across the organization.

### COLLABORATIVE GROUP COACHING

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Group coaching allows us to facilitate in-depth sessions in coaching circles of 3-5 participants. The small group format allows us to identify common challenges and then develop, reinforce, and explore new skills through the lens of participants' ongoing situations. The continuity of a series of sessions allows us to expand the learning, deepen confidence and consistency across a small group and strengthen camaraderie within a team as they begin to trust and respect each other's skills during the coaching process.

### EFFECTIVE REMOTE MEETINGS

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Virtual communication platforms have their own unique set of challenges. Participants will experience a scenario built around a meeting simulation to show best practices and facilitation techniques that can make remote meetings more interactive and impactful for listeners. This virtual program introduces a framework for structuring and leading an effective meeting using a remote medium.

### LIVE EVENTS

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Let us be a part of your virtual meeting or conference! Our instructors can telecommute to be a part of a townhall, provide real-time feedback and coaching, or lead a live training session. Our live events are designed to offer shortened, engaging versions of our methodology that pull participants into the training and leave them with lasting takeaways and next-step tips to begin practicing the moment they leave our session.

### VIRTUAL SEMINAR SERIES

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Our Single Session Series are tailored, virtual seminars designed to introduce large teams to the SW&A methodologies and tools that drive effective communication. These sessions are taught in an interactive, lecture-style format to introduce message development, executive presence and storytelling with simple and applicable tips in every session.