



# COMMANDING PRESENCE

Advanced Communication  
& Presentation Skills Workshops

Two-Day Public Workshop  
In Toronto Brochure



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# About Commanding Presence



For the past 25 years, our workshops have quickly and substantially raised the speaking skills of both introverts and extroverts in Fortune 500 companies. Participants leave with practical tools and renewed confidence, ready to command any room with presence and purpose.

## About Our Workshops

We deliver intensive and engaging coaching workshops for small or large groups of subject matter experts. Participants will quickly and substantially improve their day-to-day business discussions and meetings, whether in person or virtual, as well as their formal presentations and customer interactions.

Our workshops focus on storytelling to effectively convey your message, simplify complex information, excel in high-stakes presentations, prepare content that is clear and memorable, and develop a natural, charismatic speaking style.

Each participant will select one or two current issues or topics to work on during the workshop.

Depending on the size of the group, videotaping of the presentation and video feedback will be included in the workshop.



# What You Will Learn

## Learning Objectives

Participants will improve every aspect of their presentation and communication skills, from preparing and delivering concise messages and presentations to voice quality, body language, establishing rapport and overcoming speaking anxiety.

### After our workshops, participants will be able to:

- Speak with more effectiveness, confidence and authority in all business and social environments
- Quickly prepare concise, persuasive statements
- Deliver concise and compelling formal presentations to small and large groups
- “Think on your feet”: respond quickly and eloquently to questions and enquiries in both in-person and virtual meetings, presentations, and customer interactions
- Develop an individual and natural speaking style
- Manage personal stress and communicate effectively under pressure



# Workshop Content Outline

## Developing Concise Messages

- Preparing Material for Specific Issues and Specific Listeners
- Preparing Messages and Presentations to be Heard, not Read
- Focus™; How to Think on Your Feet and Respond Confidently and Eloquently to Questions and Enquires

## Delivery: How to Have a Commanding Presence

- Speaking Superbly from Text and Notes
- Leading and Participating More Effectively in Meetings
- Connecting with and Managing Your Listeners
- Delivering Complex Information and Data with Slides or Decks

## Improve Personal Performance

- Your Natural Voice – Speaking with Warmth, Energy and Clarity
- Effective Movement and Gestures
- Overcoming Speaking Anxiety



# Workshop Formats Available

## Two-Day Workshop Format

In all formats, participants will hear short, enlightening lectures, practice communication techniques in groups, and receive expert coaching, plus feedback from colleagues.

We will record presentations and watch the video to provide 360-style feedback and coaching.

Max participants: 10

4 videotaping sessions, lots of group coaching, video feedback session, pre-workshop personal assessment to customize coaching for each participant.





# Two-Day Workshop Agenda – 14 Hours Total

8:30am	<b>Introduction</b> <ul style="list-style-type: none"><li>• <b>Group discussion:</b> Coaching objectives, individual objectives and personal interests are summarized</li><li>• <b>Video Recording #1-</b> Intro Talk</li></ul>	12:00pm	<b>Lunch</b>
9:00am	<b>Fundamentals of Advanced Communication</b> <ul style="list-style-type: none"><li>• Benefits and consequences of your speaking skills</li><li>• The elements of verbal communication</li><li>• The elements of personal performance</li></ul>	1:00pm	<b>The FOCUS! Method – Continued</b> <ul style="list-style-type: none"><li>• Advanced listening skills</li><li>• Preparing for meetings</li><li>• Preparing persuasive presentations</li></ul>
9:30am	<b>Break</b>	1:45pm	<b>Managing Nervousness</b> <ul style="list-style-type: none"><li>• Overcoming speaking anxiety</li><li>• Managing self-talk</li></ul>
10:00am	<b>The Keys to Effective Delivery</b> <ul style="list-style-type: none"><li>• Natural speaking</li><li>• The keys to Presence and Charisma</li></ul>	2:15pm	<b>Your Natural Voice</b> <ul style="list-style-type: none"><li>• Natural vs Normal Voice</li><li>• Key aspects of Voice Quality</li></ul>
10:30am	<b>The FOCUS! Method™</b> <ul style="list-style-type: none"><li>• Prepare short, clear, memorable messages on current topics and issues</li><li>• How to “think on your feet” and respond quickly and persuasively</li><li>• Creating your own library of eloquent and persuasive statements for client presentations</li><li>• <b>Partnered work:</b> practicing writing Focus Method presentations</li><li>• <b>Coaching:</b> Delivering your Focus Method presentations</li><li>• <b>Video Recording #2-</b> Focus Method presentation</li></ul>	2:45am	<b>Break</b>
		3:00pm	<b>Video Feedback Session</b> <ul style="list-style-type: none"><li>• Review at least one video per participant in a group setting – 360 style feedback.</li><li>• Participants receive analysis and comments on their communication effectiveness</li><li>• <b>Coaching:</b> positive feedback from peers and coach on personal qualities unconsciously conveyed</li></ul>
		4:30pm	<b>End of Day One</b>

# Two-Day Workshop Agenda – 14 Hours Total

8:30am	<b>Day One Recap</b> <b>Group discussion:</b> Coaching objectives, individual objectives and personal interests are summarized	12:00pm	<b>Lunch</b>
9:00am	<b>Connecting With Your Audience</b> <ul style="list-style-type: none"><li>• The keys to effective delivery</li><li>• Managing pre-performance stress</li><li>• Natural speaking with effective eye contact</li><li>• <b>Partnered work:</b> speaking effectively from notes</li><li>• <b>Coaching:</b> speaking effectively from notes</li><li>• <b>Video Recording #3</b> – Connecting with your audience presentation</li></ul>	1:00pm	<b>Rediscovering Your Natural Voice</b> <ul style="list-style-type: none"><li>• Natural breathing</li><li>• Improving your diction</li><li>• Simple physical and vocal relaxation and preparation</li><li>• <b>Group exercises:</b> vocal exercises and stress management</li></ul>
9:30am	<b>How to Control the Room</b> <ul style="list-style-type: none"><li>• Gestures and movement</li><li>• Audience interaction</li><li>• Powerful PowerPoint and delivering complex information</li></ul>	2:00pm	<b>Break</b>
10:30am	<b>Eliminating Speaking Anxiety</b> <ul style="list-style-type: none"><li>• Relaxation techniques to reduce tension and increase energy</li><li>• Preparing yourself to speak</li><li>• How to relax when speaking</li></ul>	2:15pm	<b>Final Presentations</b> <ul style="list-style-type: none"><li>• <b>Coaching:</b> Putting it all together</li><li>• <b>Video Recording #4</b>– Final presentations</li></ul>
		4:00pm	<b>Final Coach's Recommendations and Q&amp;A</b> <ul style="list-style-type: none"><li>• <b>Coaching:</b> participant Q&amp;A</li></ul>
		4:30pm	<b>End of Workshop</b>



# Our Workshop Coaches

## Peter Hiddema

Peter is an expert and speaker on communication and presentation skills. He is also an expert in negotiation, collaboration, and conflict management skills. Peter is fluent in English and French.

Peter has worked in a wide variety of settings. In the private sector he has trained and advised executives of global Fortune 500 companies on high-stakes negotiations and relationships and has also assisted small local organizations. In the public sector he has worked with the World Health Organization, the Inter-American Development Bank, international non-governmental organizations, as well as universities, national and regional government bodies and indigenous peoples. In addition, Peter has been a Visiting Professor in France and Singapore at INSEAD – The Business School for the World, and has lectured at Queen's University (Canada and the UK), and Harvard University, among others.

Peter began his career in finance and banking. He worked with the Royal Bank of Canada in Toronto, Canada and London, England. He holds an Honours Bachelor of Commerce Degree from McMaster University, an MBA from Queen's University (Canada), and an Executive Master's Degree in Consulting and Coaching for Change from INSEAD (France).



# Our Workshop Coaches

## Michael Ripley

Michael is an expert on storytelling in the corporate environment and presentation skills. He has spent most of his adult life on the border between the corporate and performing arts worlds.

A highly respected instructor in colleges and universities, a successful playwright, an actor with great reviews in theatres, and a veteran in marketing and sales, he possesses an eclectic array of skills that enables him to bring a wealth of real-world know-how and a highly valuable perspective to our Commanding Presence coach team.

As the instructor, Michael taught Canadian Performance History at Ryerson/Toronto Metropolitan University. He was a 2-time director of the Blyth Festival Young Company. He also coached on improvisation for Arts Express. He was the founder of Theatre Rattlebag, and TalentedMR – a design studio that offered design solutions for the arts.

Michael delivers workshops to top clients such as Fidelity, Kellanova, Ontario Power Generation, WISB, Universal Music, Air Canada, and many more





# Our Workshop Coaches

## Sylvie Pelletier

Sylvie Pelletier brings to Commanding Presence over 30 years of communications and leadership experience. She is an expert trainer, speaker, facilitator, and an accredited coach through the International Coaching Federation.

Starting with teaching Organizational Behaviour at McGill University, Sylvie's career spans the corporate, non-profit, and advertising sectors. When at the advertising agency, she led national and international clients. Being a Communications Skills trainer, her work also covered presentation skills, effective listening, and impactful writing. She later moved into Financial Services, and then non-profit organizations, as a strategic communications expert and leadership coach.

Established in her own leadership development coaching company, Sylvie partners with emerging women leaders, to unleash their potential, and drive meaningful impact in their organizations. Focused on leadership skills and strategic thinking, she anchors their work in an organization's vision and strategic plan. In her coaching, Sylvie also helps clients enhance mental resilience and drive lasting changes so that they can face challenges with ease and flow.

Originally from Quebec, and having grown up in a bilingual household, Sylvie is equally and professionally fluent in English and French.



# Workshop Deliverables & Fees

## Two-Day Workshop

### Pre-Workshop Deliverables

- Personal assessment for each participant

### Post-Workshop Deliverables

- "Commanding Presence Handbook" a 60-page handbook with tips, instructions and guidance for keeping your speaking skills for each participant
- Each participant receives their workshop videos and Recommendations for continuous improvement from the Workshop Coach
- Certificate of Completion

\$2,400 + HST Per Participant

Location: 44 Price St. Toronto

# Our Recent Clients (2021–2024)

- Atkins Realis
- Bradken
- Brookfield
- Bruce Power
- Canadian Bar Association
- Canadian Tire
- CBC TV & Radio
- Canadian Investor Protection Fund
- CPA Canada
- Daoust Vukovich LLP
- Deloitte
- Equiton
- Farm Credit Canada
- Fidelity
- Global Affairs Canada
- Honda Canada
- Interac
- Kellanova
- Loblaw Companies Inc.
- McCain Foods
- Metrolinx
- MMW LLP
- Municipal Property Assessment Corporation
- Ontario Ministry of Education
- Ontario Ministry of Community & Social Services
- Ontario Power Generation
- OMERS
- Royal Bank of Canada
- Stryker Corporation
- TD Canada Trust
- University of Toronto
- Willms & Shier Environmental Lawyers LLP



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