

presentational impact



dynamic speaking case study

The Client

This individual was a highly focused, confident, conscientious executive with a passion to raise the profile and brand of the NHS organisation and himself.

Although he had applied for the position of CEO on two previous occasions, he was not offered the appointment. He was now beginning to lose confidence.

The recruitment of CEO of a struggling NHS organisation was imminent. He knew, with his skills, vision and capabilities he could successfully turnaround this organisation. He recognised that in order to achieve an offer of appointment as CEO, he would need to raise both his personal brand and presentational impact at the interview and in his relationships with Board members.

The Requirement

The client was keen to improve his influencing skills, build his confidence and convey his passion.

Following research and detailed discussion with Zenon Consulting it was evident that his presentation and communication skills needed to be more dynamic, powerful and persuasive for such a high profile position. The goals were set.

The individual sought to:

- Be able to speak with authority and conviction.
- Build confidence and self-belief.
- Influence and persuade the Board that he could deliver a successful, profitable organisation.
- Convey his vision with passion.

The Solution

Following a detailed one to one scoping session with a speaking and communication skills specialist from Zenon Consulting, areas of improvement were identified to improve his Presentational Impact.

The coaching provided support that enabled him to speak with clarity, authority, confidence and conviction and offered 5 keys to audience recall.

The coach advised on mind-mapping techniques, Identifying and aligning values and how to answer questions succinctly and in a compelling way.

Guidance was also given around breathing, eye contact, positive body language, clarity and style of language and delivery of presentation.

The Results

The Client was successfully appointed to the role of CEO.



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Like to know more? Call us on 020 7921 0577 or email us at enquiries@zenonconsulting.com