



Speak with power

Executive Speech Coaching Services Lookbook

Let's Talk

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you have only
7 Seconds
to make a
strong first impression



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Section 1

Executive Speech Coaching Services

Let's Talk

Master Class : Speech & Voice Mechanics

Acquire the foundational skills of confident public speaking

The 3hr Master Class is for busy professionals or teams who need customized speech coaching for powerful public speaking. Communicate effectively with customers, investors and C-level execs. Raise your oral communication skills to the next level.

- Learn how to manage fear, uncertainty and doubt to minimize their effects on your vocal delivery and body language.
- Strategize speech content structure to capture your audience and keep them engaged.
- Implement a preparedness plan to practice speeches so they sound effortless and unrehearsed every time.

Evaluate your skills.

Do you feel as if your vocal delivery is ineffective, and you don't what to do about it? Stop wasting money on solutions that don't work. A speech analysis will provide the answers you need to manage public speaking fear and vocal mechanics for powerful speaking. Laura has performed speech evaluations for public speakers for 15+ years. Get your profile today.

Show your strengths.

Are you struggling to pull off a speech style that sounds and feels fake? Stop trying to replicate someone else's speech and voice patterns just because you were advised 'that's how the experts sound.' Laura's coaching philosophy is that every speaker possesses unique strengths. Connect with the distinctive features of your authentic voice to communicate with purpose and build your vocal confidence.

Modify your communication.

Difficulty managing your situational communication puts you at a disadvantage professionally. Every situation and every audience requires a different communication skill set. Be sure your spoken communication skills are on point any time, any where. Leave a lasting impression on your listeners by knowing exactly how to modify your speech for every situation.

Master Class : Foreign and Regional Accent Modification

Speak with clarity and assertiveness

Accent modification training instructs the speech and voice patterns of Standard American English (SAE) dialect, which is the preferred accent of broadcasters and public announcers. Common reasons business professionals may consider accent reduction:

- Native language pattern(s) make it difficult to speak American English clearly in technical speeches, sale pitches, education and medicine.
- Some American English regional dialects carry negative perceptions due to their incorrect language structure and slang vocabulary.
- Informal speech and incorrect language can impact professional communication interactions, and ultimately job advancement opportunities.

Get a speech analysis.

A speech analysis will assess sound pronunciation accuracy, grammar, syntax, intonation, and related attributes of speech. A personalized, detailed report will outline individual speech and voice strengths and areas of need. Continue with private coaching or use the speech analysis findings toward self study.

Get a personalized plan.

Your coaching plan is structured to target the most prominent pronunciation errors first. Learning correct pronunciation of 3 to 5 sounds in error will ensure noticeable speech clarity in a relatively short amount of time. You can expect a 50-70% improvement within 90 days of coaching.

See featured results- Local Memphis Live.



Overcome Public Speaking Fear and Performance Anxiety

Your body can sense when your communication becomes a performance. Standing to speak in front of an audience can be crippling. The muscle tension generated by symptoms of public speaking fear makes it difficult to speak with optimal vocal quality. Learn proven strategies to manage your rapid heart rate, shallow breathing, sweating, shaky voice, and forgetfulness so you can present with confidence.

Essentials

This seminar is designed to help you manage the stress response (aka fight or flight) in situations where you are afraid to speak.

Outcomes you can expect from the Overcome Public Speaking Fear seminar:

1. Understand why you get nervous and how to productively manage the symptoms.
2. Learn how to properly prepare for presentations and public speaking events.
3. Practice voice techniques and vocal warm-ups used by actors and stage performers.
4. Develop a series of body movement exercises to help relieve tension and free the voice for public performances.

Testimonial

“Whether nervous or facing anxiety before speaking, the techniques I learned and the information in this class are life-changing. I am not exaggerating. The information from this class allowed me to understand and counter fear I have of speaking with in front of senior leadership and while on large conference calls. Knowledge is power. I recommend this class to anyone wanting to conquer the fear you have when speaking or giving speeches. “ - **Senior Project Manager, Services Division**

Conquer the Job Interview

Improve your interview performance! Employers rate verbal communication as the most important skill they look for in a candidate. Conquer the Job Interview training will give you or your applicants the ability to highlight their knowledge, experience and success with poise and professionalism.

Outcomes

- Apply techniques to conquer interview anxiety
- Communicate your message with confidence and clarity
- Skillfully respond to spontaneous questions and impromptu conversation
- Adapt your communication style to face-to-face, panel, Skype, and phone interviews

Research Findings

[The National Association of Colleges and Employers 2016](#)

“When asked to assess candidate skills and qualities, employers rated verbal communication skills the most important.”

[SHRM Skills Gap 2019 PDF](#): How organizations are bridging the skills gap

Top 3 soft skills that are missing regardless of industry or job -

1. Problem solving, critical thinking, innovation and creativity
2. Ability to deal with complexity and ambiguity
3. Communication

Top 3 most effective remedies -

1. Providing onsite training programs to employees (e.g. seminars)
2. Expanding training programs to help improve skills of new hires
3. Hiring external workforce (e.g., temps, independent contractors)

Perfect Your Executive Presence

Today's business leaders must be able to inform, motivate and inspire diverse customers and employees. Empower your professionals with the tools to develop a "WOW" factor by elevating their personal power and executive presence.

Executive presence enhances your ability to lead with confidence and influence with ease. Communication is dynamic. Every situation and every audience requires a different communication skill set.

Essentials

This seminar is designed to help you achieve an understanding of executive presence through implementation of science-based techniques of speech/voice/body mechanics.

Five traits to Achieve Executive Presence will be addressed:

1. **Confidence** understand how posture, speech & vocal characteristics are affected by the stress response
2. **Conciseness** understand how to execute speeches clearly and concisely so your listeners understand you
3. **Connection** learn methods to ensure your audience remains engaged
4. **Clarity** learn the fundamentals of speech and voice mechanics for powerful public speaking
5. **Credibility** understand the dynamics of power, influence and leadership to enhance your professional integrity

Executive Yoga

Breathe Yin Yoga for Executives

Deep breathing and gentle stretching are some of the best ways to relax and release tension. This yoga class is specifically designed to instruct practical techniques to combat fight/ flight stress throughout your busy day. Breathe Yin incorporates the foundations of Yin Yoga, a practice of holding easy postures for 3-5 min to access the deeper layers fascia for tension release. Props are often used to meet your body where it is and provide comfort in poses. You will learn a variety of breath work exercises to achieve calming, revitalization and strong voicing.

Essentials

45 minute class at Energy Fitness Memphis

60 minute class at your location

A minimum of 6 participants is required

Bring your own yoga mat

Blankets and bolsters will be provided



5:15-6am Wednesdays
BREATHE YIN YOGA

OPEN FOR REGISTRATION



Wanna pay online?
<https://www.paypal.com/paypalme2/energyfitness/100>

The diversity of movements and breathing throughout the various classes keeps it fresh and fun. Given the size of the class, it feels like you are having a private session and the attention given to every student allows individuals with varying degrees of experience to feel challenged with every movement. Similarly, if you are a beginner, you do not feel embarrassed because you get the individualized attention you may need.
Jason Callahan

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ENERGYFITNESS@GMAIL.COM 901-466-6242

Voice Health & Wellness

Voice Care

Equip your professionals with the knowledge they need to protect their most precious asset, *their voice*. Teachers, coaches, construction managers, compliance officers and others who use their voices for long periods of time or must speak over loud noise levels while on the job are at risk for vocal misuse and abuse. The ability to speak and be heard is vital.

Participants will learn

- The behaviors that put one at risk for vocal cord damage
 - To identify the symptoms of vocal misuse and abuse
 - Prevention strategies and treatment tips
-



Section 2

Private coaching packages and pricing

[Let's Talk](#)

Private 1:1 coaching packages

Choose a customized private coaching package that is right for you.



Video Consult



Professional



Next Level



Executive Suite



Video Consult

Stop wasting money on solutions that don't get to the root of the problem. Achieve the feeling of *relief* knowing your spoken communication is on point.

Book it today

Video consult essentials

- Get quick tips, tools and strategies to speak with power
- Consultative services will troubleshoot difficulty with your vocal mechanics, speech clarity issues due to accented speech, presentation content structure and vocal delivery for upcoming events.
- Last minute access to your own private speech coach.

Time investment and details

- We'll spend 1 - 2 hours making sure you gain tools to achieve confidence to feel your next speaking event is a success
- Telephone consult or video conference (recommended) on your desktop or mobile device from anywhere in the world.
- Deliverables include a customized slide deck, practice materials and link to the session recording.

Consult fees

- Pricing starts at 175.00



Professional Package

Achieve the confidence to ensure your voice mechanics and body language work for you in public speaking anytime, anywhere.

[Book it today](#)

Professional package essentials

- Designed for professionals who need to polish their executive presence in group speaking presentations and overall appearance in the corporate setting.
- Master Class for Speech Voice or Accent Modification
 - Overcome public speaking fear
 - Vocal mechanics & nonverbal communication
 - Rehearsal and practice for an upcoming prepared speech

Time investment and details

- Four hours of private coaching
- Expected completion within 2-4 weeks
- Deliverables include a Master Speech Voice training binder with printed slide and practice exercises for each skill. Additional customized materials will be developed specifically for your needs, if applicable.

Professional package fees

- Pricing starts at 750.00



Next Level Package

Feeling pressured with the frequency and diversity of speaking responsibilities in your new role? This program will support your professional development in communication confidence and vocal assertiveness.

Book it today

Next level package essentials

- Designed for newly promoted mid-level management and senior executives
- Equip yourself with the knowledge to articulate your ideas effectively to build trust and credibility with a variety of audiences.
- Training includes all master classes, role play simulations for challenging speaking events, conflict resolution coaching or speech writing training.

Time investment and details

- Twelve hours of private coaching
- Expected completion within 6 months
- Deliverables include a Master Speech Voice training binder with printed slide and practice exercises for each skill. Additional customized materials will be developed specifically for your needs, if applicable.

Next level package fees

- Call for pricing



Executive Suite Package

Are you a recognized authority in your industry? Leading executive meetings or presenting to investors effortlessly and unrehearsed isn't as easy as it seems. And when there's more at stake, it's even harder.

[Book it today](#)

Executive suite essentials

- Designed for newly hired executives who require long term, exclusive access to your own private speech and communication coaches.
- Executive suite services ensure you have hands on assistance with speech coaching, speech writing and ongoing rehearsals for regular speaking events.
- Training includes all master classes, role play simulations for challenging speaking event, conflict resolution coaching, camera readiness for the media and a sales/influence coaching consult.

Time investment and details

- Twenty-four hours of private coaching
- Expected completion within 12 months
- The program and deliverables are customized specifically for your needs. You will engage in routine audio and video analyses to assess your performance. Your coaches will be available to rehearse with you onsite before and during your events.

Executive suite fees

- Call for pricing



Section 3

Group coaching seminars and training

Let's Talk



Group Coaching Seminars & Training

Your company's reputation depends on your employees ability to communicate well. Provide your executive teams with the professional development they need to present as poised and confident with your clients and customers.

[Schedule a consult](#)

Group coaching essentials

- Designed for executive teams with a minimum of 6 participants

Course topics

- **Speak with Power:** Learn vocal mechanics to increase your presentation confidence and clear speech voicing for telephone / video conferencing
- **Defining Executive Presence:** Develop a “WOW” factor in and out of the office by elevating your professional communication and appearance
- **Speech Composition & Writing:** Learn a process to develop compelling speech topics
- **Conflict Management and Difficult Conversations**
- **Camera Readiness for Executives in the Media**
- Let us customize a communication workshop for your employees!

Group coaching seminar fees call for pricing!



Section 4

How to get started with coaching

[Let's Talk](#)

How to get started

Step 1

15 minute phone consult.

Discuss the coaching goals and develop an action plan for you or your executive team.

Step 3

Select services and pricing.

Determine the coaching program that fits your speech coaching needs & budget.

Step 5

Let's get started! Learning proven methods to master vocal mechanics will enhance your confidence in public speaking.

Step 2

Vocal mechanics questionnaire. Define weak points in your vocal mechanism & communication confidence.

Step 4

Confirm and pay. You are almost ready to get started. Confirm your session and submit payment for services.

Get a personalized coaching plan

Step 1

Schedule a 15 minute phone consult

Book a private call with us now. We'll spend 15 minutes discussing your concerns, goals for improvement and which speech coaching services will meet your specific needs.

[Schedule a consult](#)

Step 2

Complete the vocal mechanics questionnaire

Don't allow your voice mechanics to break down under pressure. This questionnaire provides a snapshot of your communication experiences in situations where you are nervous to speak.

[Questionnaire](#)

Step 3

Get the coaching program that is right for you

You'll get a fast, effective and results-driven program designed for busy executives and professionals, including private (1:1) and group workshops.

[Let's talk](#)

Solutions for private and group learning



Video Consult

Struggling to feel confident or needing last minute coaching for an upcoming speaking event? Get online coaching and consultation from anywhere in the world.



Private 1:1 Coaching

Customized coaching for your specific needs. Get tips & tools whether you are a beginner who fears public speaking or a seasoned speaker who needs polishing.



Group Seminar

Empower your employees and sales teams with group coaching. Choose from one of our seminar workshops or let's customize a workshop for your leadership team.



Corporate Event Speaker

Develop a “WOW” factor by elevating your executive's communication presence both in and out of the office. Reserve Laura to speak at your next corporate event.

Convenient locations for busy executives



Colonnade Building in Memphis, TN

Memphis Speech Solutions state of the art professional office center accommodates private and group coaching for up to 20 participants.



Onsite coaching, seminars & speaker events

Laura is available to deliver seminars and speaker events onsite in a meeting space equipped with audio / visual technology. Travel fees may apply.

Speak with power.

Testimonials

Parker Harness, CFO of The JuicePlus+ Company

Laura is easy to work with. She is adaptive to making the training programs fit with the needs of the individual or group.

The National Civil Rights Museum

Our tour guides have greatly benefited from the training provided by Memphis Speech Solutions.

Dawn Neilsen, CFO Wishbone Medical Inc.

Laura's feedback and support greatly helped me improve my delivery of several pitches.

Adam Bowles, Morning Meteorologist THV11 Little Rock, Arkansas

Laura helped modify my southern accent for my first job as an on-air weather anchor for TV. It was a very enjoyable experience.

About Laura Bresee

I help professionals learn to manage their vocal mechanics through a combination of educational degrees, certifications and personal experience.

Masters Degree in Speech Language & Hearing Sciences

University of Colorado at Boulder

Yoga Instruction Certifications

Heather Lyle Vocal Yoga Method
RYT 200 Yoga Alliance Certificate

Professional Affiliations

American Speech Hearing Assoc (ASHA)
Department of Health in Tennessee
Lee Silverman Voice Treatment (LSVT)
Compton P-ESL Trainer
Woman Owned (WBENC)

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Tips and Products for the Fitness Minded



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION

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WOMEN
OWNED™

WWW.WOMENOWNEDLOGO.COM





Memphis Speech Solutions

Clarity. Confidence. Success.

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