



Media and Presentation Skills Coaching as Story Telling

Leaders must be clear, concise and accurate.

Whether trying to connect with employees, customers, prospects, shareholders or the media, it's vital to speak with authenticity, passion and a compelling call to action. Failure to communicate messages accurately and credibly can damage an organization's image, reputation and ability to achieve its objectives.

Speaking with confidence is possible with coaching.

Andrew Findlater, the Principal of **SELECT** Public Relations, can help. He is a former journalist, who has conducted hundreds of media coaching and presentation skills sessions.

During a coaching session,

Andrew helps to develop key messages and prepare you for contentious interviews. Sessions typically involve a maximum of four participants, allowing each person the opportunity to have 2-3 videotaped interview exercises.

Components include:

- Understanding the media
- The role of expert sources
- Opportunities and risks
- Controlling interviews
- Key messages
- Media relations tactics
- Do's and don'ts
- Interview simulations



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For more information or to book a session, please contact:

