

SIMS WYETH & CO. ANNOUNCES

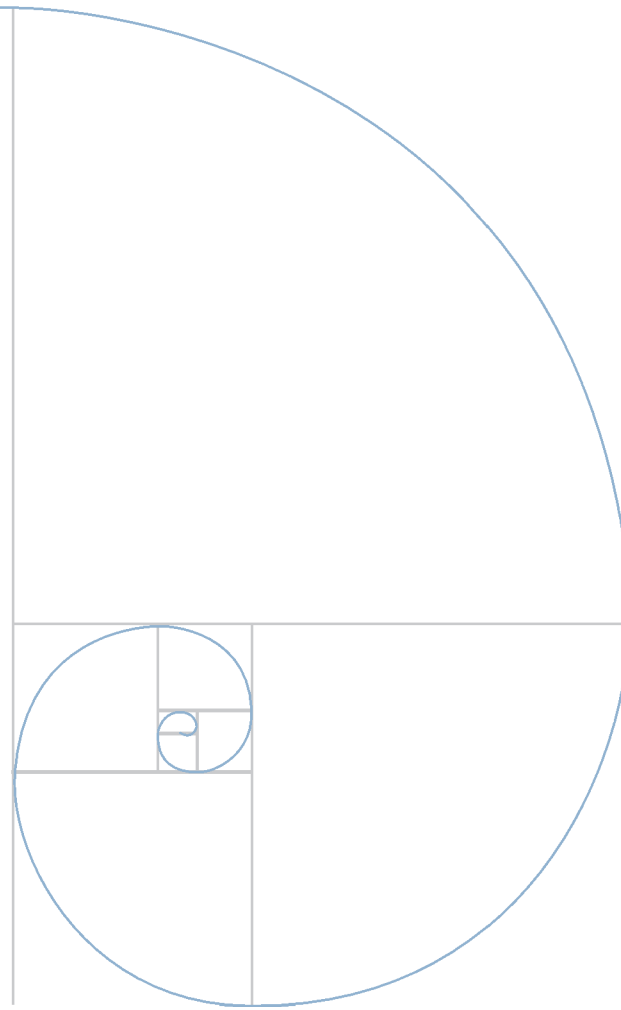
# PRESENTING **FOR RESULTS**

*The ability of key people to communicate well is a hard corporate asset masquerading as a soft skill.*

## **How to read an audience**

**Construct a vivid,  
persuasive message**

**Deliver it with verve  
and style, and win their  
respect and loyalty**



*“This is the best speaker training I have been through in my  
24 years in the industry.”*

— Vic McKee, Vice President, AstraZeneca

# 2010 – 2011 CALENDAR OF SEMINARS:

OCT. 18 & 19, 2010  
**SESSION FULL**

Nov. 18 & 19, 2010

Feb. 22 & 23, 2011

April 12 & 13, 2011

July 12 & 13, 2011

## ALL PROGRAMS

8 AM – 5 PM

Breakfast at 7:30 AM.

*Each day of the program includes a mid-morning and mid-afternoon break. We take one hour for lunch.*

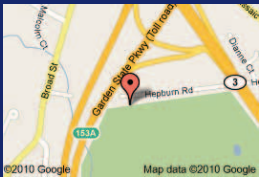
## LOCATION

### Upper Montclair Country Club

177 Hepburn Road

Clifton, NJ 07012

973-777-5178



15 Miles from Newark Airport  
and easily accessible from all  
major highways.

Directions will be provided  
Excellent hotels nearby!

# Welcome to Presenting for Results<sup>SM</sup>

Some time ago, you began your career determined to work hard, demonstrate your competence, and earn respect and rewards commensurate with your ability.

However, like most of us, you soon realized that your skill as a speaker has a disproportionate impact on your career. After all, it is your greatest chance to demonstrate expertise, strategic perspective, and the interpersonal qualities necessary for leadership and success.

To speed yourself up the learning curve, reduce your career risk, and prepare yourself to realize your full potential, you are looking for an executive learning experience that will strengthen you for the journey ahead.

**Presenting for Results<sup>SM</sup>** is a two-day executive education experience designed to be fun, interactive, and liberating, filled with ideas and exercises that will improve the impact and appeal of any business communicator.

*“I am a former school teacher/company trainer  
and I have presented for many years.*

*I have gained valuable experience  
and insights from this program. Thank you”*

–Dan Harris, AstraZeneca

## What you learn in the program

- How to make your content clear and interesting
- How to design PowerPoints for cognitive outcomes
- How to get comfortable enough to let your personality and passion shine through.

Each section and exercise gives you both invaluable information and the chance to put it into practice. You are engaged in discussion, on your feet presenting, and getting coaching—this is experiential learning – practical and rigorous.

### **Breaking it down into more detail, you learn**

- Stage presence
- How to improve your vocal impact
- How to master effective body language

### **However, you also learn how to**

- Plan and write a highly effective talk
- Do it more quickly and with less hassle
- Use story, metaphor, framing, humor, interactivity and the principles of primacy and recency

### **Finally, you master the corporate standard for communication: PowerPoint**

- The importance of headlines
- The importance of story-line
- The importance of the bottom line

### **After the program you get**

- Written and video content to take home and study
- A detailed personal assessment
- Ongoing access to resources

***“Best advanced training I’ve had.***

*Good group size allowed for individual attention and support.”*

—Kristen Larpinsky, Professional Science Liaison,  
Agouron Pharmaceuticals

## Who should attend?

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- Those with research to report, or technical information to share with others
- Product managers selling their plans or reporting on results
- Senior executives with important speaking assignments
- Sales professionals presenting to prospects or management
- Managers seeking to enhance their comfort, credibility, and "promotability"
- Executives at the corporate, division, or organizational level
- Those who want to contribute, influence, and lead

***“I have typically avoided presentations...***

*I also believed that you were ‘born’ a good speaker (or not, in my case).*

*This training helped me to face my fears...I feel more confident after these two days of training. Thank you!”*

—April Blackburn, Arrow Electronics

## The ability of key people to communicate well is a hard corporate asset masquerading as a soft skill.

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This is one of many reasons why high performance companies want to attract, retain, and develop executives who move the mountain of corporate opinion and make things happen.

For twenty years, Sims Wyeth & Co. has been providing high impact executive education to develop the communication skills of key people. High stakes presenters come from a variety of backgrounds, job titles, and fields, but they are all united by a pressing need to “get it right” in front of an audience. High stakes presentations are those where the future of a career, a new business initiative, or – even – the business itself is at stake!

Whether you make presentations in the pharmaceutical, financial, or any other industry, you and your colleagues can benefit from learning the techniques and practices of High Stakes Presenters.

***“Excellent program! Valuable resource for anyone who aspires to be a good public speaker. Job well done! Our instructor was excellent and truly professional.***

***I would recommend your services to anyone.”***

—Marc Johnson, MD

## SIMS WYETH & CO. CLIENTS INCLUDE:

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AQR CAPITAL

ARROW ELECTRONICS

ASTRAZENECA

BRISTOL-MYERS SQUIBB

CISCO SYSTEMS

DEUTSCHE BANK

ERICSSON, INC.

FEDERAL AVIATION  
ADMINISTRATION

GARTNER

GERBER PRODUCTS

THE HACKETT GROUP

MCKINSEY

KPMG

PARSONS BRINKERHOFF

PEARSON LEARNING

PFIZER

ROCHE/GENENTECH

# PROGRAM AGENDA

## DAY 1- MORNING

### **Warming up**

Welcome and overview

### **Benchmark exercise**

Prepared presentations

### **The psychology of peak performance**

Using the energy of stage fright

### **The As Is Model**

The you that makes you successful

### **Defining the To Be Model**

The qualities of the ideal speaker

### **Crafting a Story Line**

Using the SPOQA Model

### **Selecting your points and proofs**

Using the PREP Model

### **Playback and feedback**

Bridging the gap between the As Is and the To Be

## DAY 1- AFTERNOON

### **Your self-assessment**

Practicing confidence

### **The power of the voice**

Techniques to strengthen vocal presence

### **Getting results with PowerPoint**

Effective design and use of visuals

### **Re-engineering the prepared presentations**

Application of all the above



## DAY2- MORNING

### **Brief Review**

Brief review of Day One

### **Warming up the instrument**

Presenting as a contact sport

### **Delivery of Prepared Talks**

New and Improved

### **Video playback and coaching**

Intention and expression

## DAY 2- AFTERNOON

### **The naked presenter**

Speaking without visuals

### **The micro-presenter**

Saying more with less

### **Questions for your answers**

Responding to difficult questions

### **Back to the future**

You and your talk—transformed

# We've provided dramatic solutions to difficult, real-world presentation problems.

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*The strategies and tools you learn in Presenting for Results<sup>SM</sup> have been used with remarkable success in a wide range of corporate, industrial and government situations, including such projects as helping to:*

- Train engineers, researchers, and other subject-matter experts to effectively sell their recommendations
- Launch a new drug to a sales force with presentations that are scientifically sound, yet crisp and engaging.
- Teach textbook editors and academic advisors how to address decision makers with limited patience for detail.
- Prepare senior executives for roadshows, IPOs, media opportunities, and major speaking events.
- Help product teams present to budget-allocation committees and ultimately win a larger share of the pie.
- Win new indications and approvals from regulatory agencies, opening up new markets for established drugs.
- Prepare private equity managers to raise capital from institutional and high net worth family offices.

## We'll come to you!

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If you prefer, we can present our programs at your location. Call for details at 973-783-4205

## How to Register

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Go to [www.simswyeth.com/PFR](http://www.simswyeth.com/PFR) and sign up. The fee for the program is \$1,995. You can pay by credit card, personal or corporate check. We require payment in full before the program begins.

Call Beth at 973-783-4205 if you have any questions, or email us at [PFR@simswyeth.com](mailto:PFR@simswyeth.com).

The session is two days long and takes place at the Upper Montclair Country Club, which is right off Route 3 just east of the Garden State Parkway.

### ***Once you register...***

You will get directions to the Club, an email questionnaire, and instructions on how to prepare. You can anticipate spending two exhilarating days with like-minded business people who are determined to arm themselves with the most important skill in anyone's career arsenal.

*"These two days improved dramatically the presentation effectiveness of our marketing team.  
Great experience. We will get results out of our presentations."*

—Rolf Hoenger, Vice President of Marketing,  
Roche Labs, Costa Rica



*The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.*

*- Sydney J. Harris*

**Register now @ [www.simswyeth.com/PFR](http://www.simswyeth.com/PFR)**