

## Take pride in your presentations



We provide Executives with the skills to present compelling presentations to key audiences and decision makers.

We are spoken communications experts with business insight. Our client portfolio ranges from some of the world's largest and most successful companies to some of the youngest and most exciting new businesses. Examples of where we help our clients with one-to-one and group coaching include:

- Sharpening core **presentation skills**
- Improving **pitching skills** and increasing the success rate
- **Presenting to analysts and investors** with confidence and style
- **Handling the media** with ease and authority (in good times and bad).

Some of our well-known clients include:

- Arsenal FC
- Austrian Post
- BT Group
- Citigroup
- Credit Suisse
- DHL
- Deutsche Postbank
- European Space Agency
- General Electric
- KPMG
- RBS
- Reuters
- Rosneft
- Telecom Egypt
- Telenor
- Vodafone
- Virgin Group

Before we design your personal training programme, we like to:

- Assess current skill levels
- Ensure we have a good understanding of your business and the benefits that coaching will bring
- Set specific goals for the training.

Costs: All our courses are tailored to the individual's needs. Please get in touch to discuss your requirements and we will happily provide you with a draft agenda and costs.



## One-to-one Presentation Coaching

### Is it right for me?

One-to-one coaching is perfect for both executives and senior managers. Whether you are a seasoned professional with little time to prepare for an important speech, someone whose presentation skills are rusty, or perhaps you simply want to improve or change your presentation style, one-to-one coaching is the answer.

### Length of course:

A typical programme consists of 4-6 sessions, each lasting approximately 2½ hours.

### Benefits include:

- Shorter sessions are less disruptive and easier to fit into busy schedules
- One-to-one sessions guarantee confidentiality and enable us to be completely honest
- Progress is tailored to ability
- Flexibility to focus on forthcoming presentations.



## Group Presentation Coaching

### Is it right for me?

This course is most popular with executives and junior managers. We carefully tailor all course agendas to meet the needs of both individuals and the group as a whole.

### Length of course:

Different course formats are available to suit the needs of every company. These include:

- Two-day courses (8 delegates max.)
- Intensive one-day course (6 delegates max.)
- Three half-day modules (6 delegates per session max.).

### Benefits include:

- Effective teambuilding
- Cost-effectiveness
- Opportunity for delegates to build a joint/common presentation together



## Pitch Coaching

### Is it right for me?

We understand that the pitch is usually the final hurdle to win a new client. Whether you decide to have coaching for a particular pitch, or whether you want more general pitch training, we have a wealth of expertise in helping businesses to win pitches.

### Our role is to ensure that the team leaves the client panel with:

- Clear and compelling reasons why that team should be appointed ahead of any competitors
- The conviction that the pitching team is competent, professional, trustworthy, proactive, experienced, etc.

### Length of course:

1-2 days for pitch training courses. Contact us to discuss pitch consultancy.

### Example schedule:

- Initial strategy session
- Preparation for any 'site' visits or preparatory meetings
- Presentation strategy meeting
- Individual rehearsals / coaching
- Preliminary team rehearsal
- Dress rehearsal (to include a 'challenge' panel)
- Post-presentation debrief.



## Media Training

### Is it right for me?

We provide '[Essential Media Skills](#)', '[Dealing with the Press](#)' courses and '[Crisis Management coaching](#)' to businesses in all industries.

We know how the media operates and we understand how journalists think and work. Whether you are talking to the FT, being interviewed for a trade magazine, or handling a crisis situation, we can show you how to turn the media spotlight into a positive focus for you and your company.

### Length of course:

Our courses vary in length from a single morning to a comprehensive programme lasting several days.

### Our consultants:

Training is conducted by highly experienced journalists, and professional television presenters with a broad knowledge of interview scenarios. We work closely with the management team to develop a programme that suits their precise needs and time constraints.

We use professional news cameramen with broadcast quality equipment. Wherever possible, we conduct the training in state-of-the-art TV studios. Press training will also use video feedback.

Visit [www.marlston.co.uk](http://www.marlston.co.uk) for more detailed information about our media courses.

# More about us

Our clients choose us for our unparalleled experience, business insight and no-nonsense approach.

For us, there is no such thing as an 'off the peg' course; all our training is precisely tailored to ensure that you meet your objectives and receive value for money.

We don't believe that generic 'trainers' or resting actors can deliver truly effective coaching for businesses. To do that you need expertise, in-depth knowledge and a wealth of experience.

- We have over **15 years' experience**, coaching thousands of clients
- We have worked in **25 countries**, across **4 continents**
- We have given communications advice on a wide range of financial transactions and have **helped our clients to raise more than €35Bn**
- Our clients come from **every sector** including: Technology, Oil & Gas, Aerospace, Pharmaceutical, Real Estate and Financial Services.

## What our clients say...

“ We didn't think we had time for presentation coaching, but Marlston's approach actually helped us to save both time and money. ”

“ Jamie and the team did a great job of pulling the team together and helping us to craft a highly effective, powerful pitch presentation. Having seen how they work I'm not surprised their success rate is so high! ”

“ Marlston has been a breath of fresh air in terms of advice. They understood our business and really helped to get our messages across. ”



## Find out more

Should you wish to know more please contact Jamie Pratt:

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