

BUILD TRUST, DRIVE PERFORMANCE

Think of your last presentation, meeting, announcement or report. If it were a movie, would it be a summer blockbuster or a box office flop? That could spell the difference between business success and failure.

The key is communications excellence, and it can help you:

- ▶ *Win more business*
- ▶ *Drive sales higher*
- ▶ *Build customer trust*
- ▶ *Motivate employee performance*
- ▶ *Inspire teams*

Combining substantive insights from 25 years in business with the performance skills of a Second City-trained actor, Rob Biesenbach delivers presentations, workshops and individual coaching that are informative *and* engaging.



“An incredibly dynamic presenter! High-energy entertainment with realistic, tangible tips on how to engage our audiences more effectively.”
– Annie White, Associate Director, Alumni Career Services,
University of Chicago

ACT LIKE YOU MEAN BUSINESS

Taking the best moments from favorite movies and TV shows, Rob demonstrates how every communication should be treated like a performance. Participants come away with countless practical tips they can put to use right away in the workplace, the marketplace and in their everyday interactions.

You'll learn to:

- ▶ *Better understand what people want*
- ▶ *Create an authentic connection with audiences*
- ▶ *Find, shape and tell more compelling stories*
- ▶ *Express ideas more visually and with greater impact*
- ▶ *Tap into the power of emotion*
- ▶ *Perform better in presentations, meetings, job interviews and networking events*



[Watch Rob in action](#)

“A refreshing change for business professionals who have seen too many dull panel discussions. Rob energizes the crowd with humor and fun interaction.”

– Jack Monson, Vice President, Engage121

PROGRAMS TAILORED TO YOUR NEEDS

Core Presentation/Keynote (60-75 minutes)

An engaging and interactive session that presents the most essential strategies for communication excellence:

- ▶ Six steps for understanding and connecting with audiences
- ▶ The power of stories to truly move people
- ▶ The importance of tapping into emotion to break through to skeptics
- ▶ The principle of show/don't tell and how it gives ideas greater impact
- ▶ Letting go of inhibitions and boosting creativity

Workshops (half or full day)

Intensive working sessions for small groups. Clients select modules to create a workshop tailored to participants' needs:

- ▶ The most common obstacles to communication and how to overcome them
- ▶ How to find, shape and tell better stories
- ▶ How to package and present yourself in the marketplace and in networking
- ▶ Creating an audience profile to connect successfully with people
- ▶ Developing and delivering more compelling presentations
- ▶ How to write more effectively, in emails, memos and reports
- ▶ Advanced writing skills: overcoming writer's block, finding your own process
- ▶ Editing: how to edit others, how to edit yourself and how to be edited Using humor effectively in business

Coaching (ongoing)

One-on-one sessions conducted live and by phone that specifically target individual needs, from presentation skills to business writing to personal marketing.

“Chock full of tips and relevant to so many situations.”
– Laurie Kusek, University of Virginia Alumnus

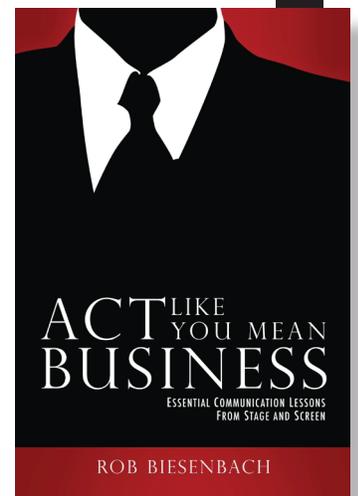
A CHARISMATIC SPEAKER WHO DELIVERS

Rob is an exciting, engaging speaker who brings energy, humor and a little bit of show business style to the subject of business communication.

- ▶ **Public Speaker:** Delivering presentations in person and online to groups including the alumni associations of the University of Chicago and Georgetown University, industry groups like the Public Relations Society of America and companies including MillerCoors and KemperLesnik.
- ▶ **Corporate Communicator:** A decade of successful solo practice counseling clients including AC Nielsen, Mars Inc. and Motorola. Former VP at Ogilvy PR Worldwide. Veteran speechwriter for Fortune 500 CEOs and executives. Writer for websites, annual reports, marketing materials, videos, and other matter.
- ▶ **Actor:** Trained at Second City Chicago. Performed in more than 150 stage, film and commercial productions over the past decade. Appeared in national campaigns for [Walgreen's](#) and [Scotttrade](#) and industrial [videos](#) for GE Healthcare and Citibank.
- ▶ **Author:** Rob's teachings are based on his book, [*Act Like You Mean Business: Essential Communication Lessons from Stage and Screen*](#). Published by Brigantine Media.

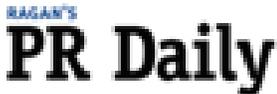


“Required reading for every Fortune 500 CEO.”
– Tim Schellhardt, Senior VP, Edelman PR
and former Bureau Chief, Wall Street Journal



A NOTED EXPERT

Media Links:



“Immediately riveting, and so informative I was glued to my seat. This seminar is now at the top of my list of the most helpful and motivating.”
– Andrea Schafer, Public Relations Society of America, Western District Conference

CONNECT



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Book



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