

# DIANNA BOOHER, CSP, CPAE

**AUTHOR ■ SPEAKER ■ CONSULTANT**

***INCREASING PRODUCTIVITY  
THROUGH EFFECTIVE COMMUNICATION***

## **CREATING EXECUTIVE PRESENCE:**

**COMMUNICATE WITH CONFIDENCE® IN THE C-SUITE**

How do you handle someone who continually upstages you in a formal presentation setting? How do you respond to someone citing statistics and data with which you're unfamiliar? How do you react when your boss changes the course of your presentation and budget discussion in midstream? Adding "the finishing touches" will help you be yourself in front of an audience of 2 or 200. You'll learn to think on your feet, handle tough questions and situations, and build rapport with the group—whatever its size.

### **Audiences will learn to—**

- Identify characteristics of executive presence
- Use a four-part model to think on your feet and build credibility during informal meetings and formal presentations
- Respond to six difficult question types with answers that build rapport, increase authority, and improve retention
- Use gestures, space, and movement for highest impact
- Ensure that nonverbal communication supports rather than sabotages the message

### **Alternate Title:**

Communicate With Confidence®: Thinking on Your Feet

### **Supplementary Materials to Reinforce Learning:**

Books: *Voice of Authority: 10 Communication Strategies Every Leader Needs to Know* (McGraw-Hill)  
*Speak With Confidence!* (McGraw-Hill)

**A nationally recognized business communication expert, Dianna is the author of more than 40 books, including more than 20 on communication topics (Simon & Schuster/Pocket Books, Random House/Ballantine, Warner, McGraw-Hill). Her work has been excerpted, reviewed, and featured in media such as Good Morning America, The Wall Street Journal, The New York Times, CNN, CNBC, USA Today, Forbes, National Public Radio, Bloomberg, Boardroom Reports, Investors Business Daily, Fox Family Network, Washington Post, New York Newsday, Los Angeles Times, Chicago Tribune, Success, and Entrepreneur, among other national radio, TV, and newspapers. Britannica, Nightingale-Conant, Thomson Corporation, American Media, and InterCom also have produced video, audio, and software series based on several of her business titles.**



"Your presentation itself was very dynamic and energetic—I especially like your use of humor to illustrate some very important communication concepts. I suppose there is a degree of pressure for a speaker who is known as a 'communication expert.' But you certainly demonstrate that expertise, and walk the talk!"  
—Gay Knight, Program Manager, Communications Curriculum, IBM

"The techniques...are immediately helpful and easy to apply. Not only does Dianna know and communicate her subject well, but she also conducts a fast-paced and engaging workshop."—Mike Ochoa, Training Specialist, Pennzoil Company

"The work you put into preparing your presentation was reflected in the synergy of your message with the day's purpose, Frito-Lay Technology's philosophy and the other speakers. The feedback we have received to date has been extremely positive"—Dennis Heard, Ph.D., Senior Vice President, Technology, Frito-Lay, Inc

