



# Your Voice In Business

*For professionals in the spotlight...and those striving to be!*

**Laura Kessler, M.M., CPC**

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## PERSONAL SPEECH COACHING BOOTCAMP

**Your Own Private 90-minute Voice and Speech Analysis:  
Pitch, Diction, Image, Body Language & more...**

Laura will personally walk you through her favorite professional exercise routine for broadcasters, speakers, and actors, and you will also receive a professional MP3 recording of your session to refer back to and rehearse with in the privacy of your home, office or on the go with your favorite mobile device.

Select the areas you would like assessed, and Laura will provide you with a personal Quick Tips Summary:

- General communication skills and stage presence
- Vocal hoarseness (Do you get sore throats from speaking a full day?)
- Pitch modification (Do you speak too high, too low, monotone?)
- Accent reduction (Reduce, eliminate, or full-assimilate)
- Stage fright /physical issues (Is your nervous system working with you or against you? Do you have a reliable system for warming up?)
- Professional Image (Do you need to sound and appear more "executive?" Older? Younger? Louder/softer? More confident and authoritative? Or more likeable and approachable?)

*Optional:*

- Have some speaking role models in mind (TV anchor, celebrity, politician, etc, anyone we both know or with video footage we can both view).
- Laura teaches dead-on impersonations to actors and comedians, so this is another fun way to do the same work that many people enjoy!

***Laura Kessler is an Executive Corporate Trainer and Master Communication Coach providing Hollywood-grade speech and presentation skills coaching to CEOs and C-Level Executives, Conscious Entrepreneurs, and ambitious high-potentials of all backgrounds who wish to excel at their leadership, personal branding and communications.***

***With a background in Strategic Public Relations for Fortune 500s, politicians and international leaders, as well as serving as a Performance & Dialect Coach for movies, comedy reviews and recording artists, Laura is a Master Polisher who can help you grow both internally and externally into your next level of career visibility and ultimate ambitions with maximum impact.***

**BE SEEN. BE HEARD. BE POWERFUL.**

# PUBLIC SPEAKING SELF-SCORECARD FOR INDIVIDUALS

Laura Kessler, [www.YourVoiceInBusiness.com](http://www.YourVoiceInBusiness.com)

NAME:		PHONE:			EMAIL:			
	<i><b>Evaluate the following statements based on your perception. Please circle one option per question.</b></i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Undecided</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	I waste no time looking for speaking opportunities to grow my business.	1	2	3	4	5	6	7
2	I feel natural on stage and when speaking in front of others at meetings.	1	2	3	4	5	6	7
3	I would be totally calm if I was asked to give an impromptu speech.	1	2	3	4	5	6	7
4	I have plenty of volume in my voice when I speak.	1	2	3	4	5	6	7
5	I have a structured system for managing my talking points, and analyzing an audience.	1	2	3	4	5	6	7
6	I have a systematic method for purging stress and anxiety from my physical body.	1	2	3	4	5	6	7
7	It is important for me to be a good public speaker in order to reach more people with my message.	1	2	3	4	5	6	7
8	I do not experience stage fright.	1	2	3	4	5	6	7
9	I can speak from minimal cue cards without reading my speech verbatim.	1	2	3	4	5	6	7
10	I convey credibility, power and authority when I speak.	1	2	3	4	5	6	7
11	I come across approachable when I speak, with a good Know-Like-Trust Factor.	1	2	3	4	5	6	7
12	I am persuasive and motivational when I speak.	1	2	3	4	5	6	7
13	I have never been told people could not understand my diction or accent.	1	2	3	4	5	6	7
14	My voice, eye contact and facial expressions reflect the image of my business I want to present.	1	2	3	4	5	6	7
15	If a TV interview came up suddenly, I would feel ready and confident in my media skills.	1	2	3	4	5	6	7

**NAME:**

**PHONE:**

**EMAIL:**

**PREVIOUS SPEECH COACHING AND/OR MUSIC EXPERIENCE:**

**DEGREE / EDUCATION / EMPLOYMENT SUMMARY:**

**\*\*PLEASE ANSWER: The one thing that would make the biggest improvement in my speaking skills is:**

**DO YOU HAVE ANY BIG EVENTS COMING UP YOU NEED TO PREPARE FOR? Please list timeline.**

**HEALTH HABITS AFFECTING VOCAL HEALTH AND NERVOUS SYSTEM:**

Do you exercise? Please circle: Cardio    Weight-training    Abdominal/Core    Flexibility    Other \_\_\_\_\_

Do you: Eat healthy? \_\_\_\_\_ Smoke \_\_\_\_\_ Get enough sleep? \_\_\_\_\_ Take vitamins \_\_\_\_\_ Manage Your Stress \_\_\_\_\_

Do you ever get sore throats from speaking / performing?

Have you ever seen a doctor for vocal health issues?

**THE LEARNING STYLE I LIKE BEST IS:**

\_\_\_\_\_ Intense Boot camp in less time

\_\_\_\_\_ Steady and substantial but not too intense

\_\_\_\_\_ Allows lots of flexibility because my schedule is unpredictable

**FAVORITE QUOTE:**

**ANYTHING ELSE YOU'D LIKE TO SHARE:**

## **WHAT PEOPLE ARE SAYING ABOUT LAURA KESSLER - YOUR VOICE IN BUSINESS:**

*"I am very grateful that I had the opportunity to work with Laura Kessler. Before working with Laura, I had trouble projecting my voice and to be honest, I didn't really like the sound of my voice whenever I heard it on recordings. This was a huge concern for me because I do a lot public speaking and I record a ton of content in my business.*

*Working with Laura was amazing! I was surprised at how effective her techniques are and how quickly my voice and overall speech improved. After working with Laura, I am able to project my voice well without yelling, my pacing is natural but more effective, and I have practically eliminated the high-pitch voice crack that I hated. But the best part is that I am able to speak with the confidence and the authority to match the powerful message and big mission that I have to share with the world! Thanks, Laura!"*

-Tiffany deSilva  
CEO of BrightFire Women's Business Network

*"Laura Kessler is a wonderful person, skillful teacher and a talented artist. Laura helped me in my accent reduction training, which made a great difference in my life. Her delicate but firm manner of presenting the information makes classes interesting and fruitful. Laura was able to point out specific problems I had with my speech and tailored the course of my study according to my personal needs. She gives not only theoretical, but also practical pieces of advice which are unique, and I know I will be able to use them throughout my professional career."*

-Irene Kapustina, Director and Actor

*"I met Laura at a professional conference in Tucson last fall and have been working with her since the beginning of 2012 on my Speaking skills, Vocal improvement and Presentation skills. Laura is AMAZING! On March 31st I gave an extended talk at a huge event on the east coast to a multi-lingual crowd of almost 200 people and rocked the house! The success of my presentation was solely due to the incredible coaching I received from Laura, and I can't count or list how many compliments I got on my delivery, diction, presence and command of the situation. This is really important to note as I'm actually vocally handicapped only having one working vocal chord, and have had numerous recurring voice issues for many years.*

*Through her vocal coaching, Laura has provided me with tools that have increased my professional confidence exponentially, and I'm continuing to reap those benefits.*

*If you're looking to improve your speaking skills, confidence and abilities for any event, any type of talk, or just your communication skills in general, do contact Laura IMMEDIATELY and let her work her magic with you. The investment you make will reap immediate and long-term rewards. Thanks Laura!"*

-Peter Klein  
President, Empower Your Brilliance

*"Laura Kessler is an absolute expert at identifying and improving the needs for each individual, business owner, entrepreneur, executive in their execution of their speech and breathing techniques. It is a pleasure to have gone through her programs and I've seen huge improvement in myself in just one session! The techniques and information I have learned from Laura is something that will benefit me for a lifetime."*

-Sam Pham, Owner & Principal of Webvolution, LLC

## PREVIOUS CLIENTS, CONTRACTS AND EMPLOYERS INCLUDE:

United States Air Force	Art Institute of Chicago
Metro-Goldwyn-Mayer/ Lakeshore Entertainment	Windham Hill Records
PricewaterhouseCoopers	Berlitz Language Institute
The Second City and Second City Conservatory	International leaders and politicians
Sony BMG Entertainment	Professional recording artists
Microsoft / Skype	Star Search
Deloitte & Touche	Las Vegas productions
General Electric	Broadway, television and reality stars
Cisco	Manhattan Dramatists Guild / Sept. 11 <sup>th</sup> Memorial
Motorola	Authors, Speakers, Coaches & Consultants
Hyatt	Small Businesses & Conscious Entrepreneurs
McKinsey & Co.	New York University & Columbia College
2013 U.S. Presidential Inauguration	Anchor Arts RI/NY & numerous nonprofits
U.S. Securities and Exchange Commission	B'nai B'rith Beber Camp / Jewish Workshops
American Express	Colonel White High School for the Arts
Capital One	Royal Borough of Kensington & Chelsea
BMO Harris Bank	Baird Communications / Griffin Communications
UBS	Reynolds & Reynolds
Jones Lang LaSalle	AT&T
ComEd	Cole-Parmer
IBM	Illinois Auto Electric
Caterpillar	Big Lots
AppointmentPlus	NKK Switches Co.
Northwestern Memorial Hospital	Creative Group, Inc.

AND DIVERSE CLIENTS FROM 35+ COUNTRIES, ALL CULTURES AND FIELDS OF INDUSTRY

**SAMPLE CURRICULUM FOR**  
**ADVANCED / EXTENDED PROGRAMS**

Live or Virtual Coaching | All programs are customized uniquely for each client.

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**LAURA KESSLER, M.M., CPC, EXECUTIVE COACH**  
**SPEECH & PRESENTATION SKILLS COACHING**

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**MODULE ONE: Introduction - The Mindset of Visibility**

- Leadership = Assertiveness
- Confidence and Conflict
- Credibility versus Approachability
- Your 5<sup>th</sup> grade confidence blueprint  
and

**MODULE 1A: Daily Physical Exercises**

- Walk like an athlete, Breathe like a singer, Speak like an actor
- Diaphragmatic breathing exercises for relaxation, volume and conquering stage fright
- Speaking and Diction exercises for public speakers and broadcasters
- Vocal health assessment: Managing stress in the body at work

*(Optional – accent reduction, vocal therapy for sore throats)*

Worksheets: *[provided following registration]*

**MODULE TWO: Audience analysis – Tailoring your message for Impact**

- Body language analysis
- Analysis of your unique stage / work environment
- The five subtexts underlying all communication interactions
- Your three essential networking introductions
- Select and review YouTube role model videos (2-5 examples of people whose spoken or visual image you admire and would like to emulate to some degree)

*(Optional – review personal video footage of past speeches you have delivered, rehearse for specific public speaking events coming up in near future)*

Worksheets: *[provided following registration]*

### **MODULE THREE: Persuasion with Integrity**

- Spheres of Influence - the vital power of generating "small-talk," subtexts and situational awareness
- The three audiences: Converted, Indifferent, Resistant
- KLT (Know-Like-Trust Factor) and the CSP formula
- Conflict, Negotiation and Debate – selling your ideas to others
- Charisma and magnetism
- Introverts, Extroverts and Ambiverts

*(Optional – Developing Thought Leadership, motivating others to a Win/Win collaborative partnership, International diversity and cross cultural training, gender and generational differences in communication, team motivation and advanced persuasive skills)*

### **MODULE FOUR: Advanced Speaking Aesthetics**

- Deeper work into Module 1A
- How to organize thoughts and talking points in advance and extemporaneously when put on the spot
- Emergency tactics to conquer anxiety and stage fright
- Advanced bodywork and physical exercises to prepare mind and body for performance
- Ideally preparation and rehearsal for a specific goal, i.e. a presentation in the near future

*(Optional – Adding Humor, creative media and sincere emotion for more impact)*

### **MODULE FIVE: Your 16-month Networking & Visibility Calendar**

- Personal checklist for work life balance and time management
- Visibility Investment analysis – short and long-term payoff
- Flea market junk-networking vs. proven payoff ROI
- Strategic Invisibility for personal branding/marketing purposes
- Team Visibility Calendar (optional)

Worksheets: *[provided following registration]*

*(Other optional add-ons –*

- The path to becoming a rockstar in your unique work culture*
- Professional media coaching for television*
- Media talking points and soundbite preparation*
- Crisis communications strategies*
- Interview coaching / hostile role-play rehearsal*
- Understanding the envelope of celebrity and avoiding hyper-visibility*
- and more customized as needed...)*

**\*Scalable curriculum hours to accommodate both short and long-term needs.**