

THE
BUSINESS
S E R I E S
 **SPEAKER**

Kennedy Moran Associates LLC
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**First Impression:
Creating a
Dynamic
Presence for your
Business and
Yourself**

**Crafting and
Delivering
Special
Occasion
Speeches**

**Presentation
Excellence:
The Power of
the Spoken Word**



**You can be smart as a
whip and know all the
rocket science of finance,
but if you can't
communicate well, you
have limited value.**

*~ Corporate executive
on his staff's communication skills.*



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**Training in over 25 countries on 6 continents
...a world of experience**

First Impression: Creating a Dynamic Presence for your Business and Yourself

You have 30 seconds to pitch your company.

Are You Ready?

See and hear how you are presenting your company and why it may be costing you business.

Grab the listener's attention by saying a lot in a few words. Determine what the client wants to hear.

- Create a dynamic, client-focused message
- Get your message across quickly and effectively
- Deliver what the client needs
- Speak with Energy! Passion!



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Series Information

Who Will Benefit

- Executive staff
- IPO Road Show teams
- Credit presenters
- Product demonstrators
- Sales staff
- Human resource professionals
- Instructors/those business staff who are called on to present or teach

What's Included

- All class materials
- Personalized DVD of each presentation (for Presentation workshops)

Contact

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Future Workshops:

Please check our website for upcoming workshops or for our Credit Training Programs:
www.kennedymoran.com

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Who We Are



Bill Moran

Bill Moran has more than 25 years of public speaking and teaching experience. Through the three successor firms (Chemical Bank, Chase Manhattan, JPMorgan Chase), and as a Public Speaking and Communication Skills Specialist, Bill created and taught a variety of skills-based classes for all levels of staff, from the most

junior analyst to very senior executives around the world. The focus is always business-centered.

Bill has conducted Public Speaking Skills and Selling and Negotiating Skills Seminars in New York, around the U.S. and in Africa, Asia, Australia, Europe and the Middle East. He has also taught and tutored Series 7 preparation classes. Bill holds a Masters Degree in Education. As a proud member of Toastmasters International, he writes and delivers speeches regularly.



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Crafting and Delivering Special Occasion Speeches

Communicating with Authority, Depth and Completeness.

Your speaking skills are perpetually on display as you: Calm jittery customers... Re-assure skeptical investors... Soothe unhappy employees or edgy managers ...and, oh yes, run the firm.

This stand-and-deliver workshop will show you how to be proficient at writing the speech and delivering it with confidence and style.

You will craft the speech then deliver it in front of an audience receiving targeted feedback.

So many presentations to make:

Analysts meetings... Formal speeches... Employee gatherings... Presenting awards... Road Shows ... Introductions... Toasts... Key Note Speeches...

Are your speaking skills in shape?



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Presentation Excellence: The Power of the Spoken Word

*Our workshop will be structured around
Four main concepts:*

| | |
|---------------------------|-----------------------|
| Building the presentation | Standing & Delivering |
| Creating impact | Measuring your skills |

- **Crafting your story:** getting the point across quickly and effectively
- **Say it short:** ...say it well: working to your unique speaking skills
- **Creating for your audience:** gauging their needs and their temperament
- **Just a spoonful of sugar:** ...how to open and how to close the presentation
- **What would TR say?** ...speaking with energy and passion
- **Q&A:** Building the bridge between your presentation and your audience
- **The 6 P's of Presentation Excellence**



Skills that you will build and enhance:

- Focusing your message to the audience's core concerns
- Structuring your ideas coherently
- Explaining complex information clearly and simply
- Evaluating and responding to questions
- Organizing your thoughts and ideas while you speak
- Responding to objections positively

- Mastering the physical mechanics of public speaking
- Remaining calm under stress

Practical Applications

- Brief clients, management and staff - quickly, simply and clearly
- Provide decisive answers on-the-spot
- Communicate ideas persuasively
- Handle problem or difficult situations with poise and grace
- Business-oriented simulations, especially presenting numbers/slides

Targeted Feedback

You will receive personalized, targeted feedback by digital videotaping and instructor input. You will also receive a DVD of your practice performances.

A Brief History of Kennedy Moran Associates



Established 2002

Dating back to 1987, both Manufacturers Hanover Trust and Chase Manhattan Bank invited their clients to join internal credit training and other training programs. The clients would pay a fee for this training.

Through the subsequent mergers, training continued to be offered to clients. From 1987 through 2002, the combined firms trained staff from more than 150 financial and corporate institutions worldwide.

In 2000, Chase and JPMorgan merged to

become JPMorgan Chase. In June 2002, Tom Kennedy and Bill Moran, both from the heritage banks, left JPMorgan Chase to form a training group, **Kennedy Moran Associates LLC: The Financial Training Consortium**. The goal was to continue making this very valuable training available to clients. The objective of the consortium is to provide a training platform for those firms without a dedicated training group.



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