

Your Spokesperson Just Said What?!

How to Cure Foot-in-Mouth Disease



Ed Barks
President
Barks Communications
www.barkscomm.com

Program goal: Show communications pros how they can spur their organization's senior leaders to new communications heights.

In today's competitive environment, an organization cannot afford an executive who fails to communicate masterfully. Ed Barks delivers real world ideas that demonstrate how your communications team can encourage those reluctant executives. The learning principles are based on his book *The Truth About Public Speaking: The Three Keys to Great Presentations*.

Among the benefits your communicators earn:

- Prevent leadership from undermining your organization, your project, and your career
- Develop concrete action steps that encourage reluctant executives to become better communicators
- Win executive buy-in for your solutions
- End the alienation of customers, partners, and vendors
- Thwart the problem boss from unwittingly holding your organization back
- Assume a greater leadership role within your organization

"Your Spokesperson Just Said What?!" is a 30- to 60-minute keynote that can include interactive large and small group exercises and role plays. It can also be expanded to a half-day or full day seminar for more active learning.

Reserve Ed Barks to speak at your next meeting by contacting Ed directly at **(540) 955-0600** or **ebarks@barkscomm.com**.

Take advantage of your group discount purchasing power to combine Ed's presentation with a copy of his book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, for each participant when you retain him to speak to your meeting or conference.