



LIBRA Strategic Communications

Achieving Balance in Strategic Communications and Marketing

Authentic Leader

Training Curriculum & Executive Workshops



Giving you the skills to open new doors

Team Libra works with our clients to create high-impact messaging for analyst, media, customer and prospect presentations.

We also offer a highly-regarded curriculum of presentation skills workshops and media interview skills workshops to help our clients get the most out of their public speaking engagements and media and analyst presentations and briefings.

Event organizers are looking for corporate spokespeople to deliver broad, insightful and entertaining presentations – without the hint of a product spin. We work with our clients to review and validate content and key messages, helping our clients' presentations to hit the mark with specific audiences.

We are experts at balancing common themes happening in the market place, along with insights we gather from clients, analysts, key members of the media, and event organizers. The final result is a win for both our clients and the organizers of these industry-shaping events.

We are proud to present our Authentic Leader training curriculum.

XC-1 Executive Coaching / Counseling

XR-2 Executive Review / Critique

MD-1 Message Development & Validation

IST-2 Individual Speaker Training / Coaching & Workshop

GST-3 Group Speaker Training / Workshop

TD-1 Team Delivery Techniques

IMS-1 Individual Media Interview Skills Training

GMS-2 Group Media Interview Skills Training

CUSTOM CONSULTING SERVICES

Strategic Communications / Media Outreach Strategy / Public Speaking Programs



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XC-1 Executive Coaching / Counseling

Executive Coaching and Counseling services are designed to accommodate the unique needs and lifestyles of top corporate executives

Today's savvy executive is frequently looking to polish some aspect of personal image related to public appearances. This could include a wide range of topics, from public speaking skills to social and business etiquette, cultural differences training, and even appearance. This is not the type of coaching that is best handled in group sessions. It's personal. Professional development in these areas is not the type of coaching or feedback an executive is likely to receive from peers or staff members. This type of coaching has to come from outside. Team Libra's senior consultants are experienced at taking on a mentor-style relationship with executives who seek to keep this type of coaching at a more personal level.

Utilizing our unique approach to this type of mentoring relationship, our consultants will observe the executive as he or she goes about their daily activities. The consultant will develop an intimate understanding of the executive's communications style, body language, and projected attitude. This is all key to being able to provide sound guidance on image enhancement.

The consultant will help the executive to better understand his or her own strengths and weaknesses with regards to public speaking, public appearances and overall image projection.



Mike Bernhardt
CEO & Executive Consultant

Some executives choose this service to help with a very limited area in which they seek improvement or confidence building. Other executives have chosen to have one of our consultants shadow them for several days in order to provide a more rounded external perspective and image enhancement plan.

Executives benefit in several ways:

- Build confidence as a public speaker
- Learn techniques of celebrity-style speaking
- Receive feedback and guidance for personal image enhancement

"Coaching and training executives to be better speakers and make better public appearances is a real art. Mike's success in this area has been driven by his ability to quickly establish a rapport with corporate spokespeople based on mutual respect and trust, and his keen ability to help others draw upon their own, unique strengths. His track record speaks for itself. I've engaged his services at several companies over the years and look forward to working with him anytime I have executives or corporate spokespeople who need help with messaging or public speaking skills."

Wendy, White, Director of Global Marketing & Communications, Motorola
Perception Audits
Media Interview Skills Training
Message Development & Validation
Public Speaking and Presentation Skills Workshops



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XR-2 Executive Review / Critique

You already have your messages defined. You already have your speech or your presentation prepared. You're scheduled to make your public appearance. What you need now is some last minute coaching prior to the event - and an on-site, external perspective to provide feedback on how you came across.

Team Libra's consultants offer a unique Executive Review and Critique service that supports you in real time – anywhere. We'll travel to meet you wherever you are making your next public appearance.

Our consultants will work with you in advance, via telephone or in person, to map out objectives and discuss particular areas of review and critique. Then, our consultants will attend the event at which you are speaking to observe you in action.

Following your public appearance, a written review and critique is submitted, along with suggestions for areas of improvement, from public speaking skills to image projection.

This service is a tremendous value for executives looking to continually improve their public appearance skills.

Our consultants can observe and provide feedback on appearances at numerous events, including:

- Public speaking engagements at trade shows / conferences
- Panel participation at industry events
- Press briefings / Analyst briefings
- Shareholder meetings
- Employee meetings
- Fund raising events



Perception Audits
Media Interview Skills Training
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ST-1 Presentation / Content Review
Message Development

You've inherited some outdated presentations, or you know your presentations just aren't hitting the mark.

With more than 25-years of strategic marketing and communications experience, Executive Consultant Mike Bernhardt offers unparalleled experience and perspective when it comes to crafting positioning messages and presentation content.

We offer strategic communications guidance to assist with crafting messages and articulating positioning for public speeches and presentations, press tours, analyst tours, product launches, corporate announcements, fund-raising campaigns, shareholder meetings, and other public appearances.

As part of this service, our consultants will assist with:

- Strategic planning of content
- Review of existing presentations
- Research assistance
- Outline development
- Review of messages and alternative positioning
- Guidance on direction and content

Creative design and development of presentation materials is also available.

Depending on the project scope and amount of research required, a customized pricing quote will be provided to the client for this service.

The typical engagement for this level of consulting would be 4-6 weeks.



MOTIVATE * CAPTIVATE * EDUCATE

Remember – it's not what you say... it's what they remember.

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