



turpin communication

The Presentation & Facilitation Training Company

We are dedicated to helping business presenters succeed. Our goal is to provide the most practical, personal, no-nonsense **presentation skills** and **group facilitation skills** training available anywhere.

Participants in our workshops tell us they want to be themselves... only better. We take them seriously and that's why each course we teach is tailored to the group and individualized for each participant.

"The feedback on performance was specific, precise and yet considerate of (each individual's) personality and ability. The personal review of video taped sessions was extremely helpful..."

-- Keith M., Propane Education & Research Council

Turpin Communication Speaker Training Helps Presenters:

- Manage nerves
- Be more self confident
- Be more persuasive
- Prepare effectively
- Use visual aids appropriately
- Be more concise and precise
- Engage listeners
- Handle difficult questions
- Handle difficult people

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What Makes Us Different

We Keep It Real

Interactive Presentations Focus: Not only will you work on a real-life presentation during our workshops, you'll also learn to manage the questions or discussions they inevitably involve.

Unless you're delivering a formal presentation to a very large group, chances are good that your presentation will be interactive and a little unpredictable. Questions, interruptions, challenges from difficult audience members, shortened time limits, and discussions that pull you off course are all possible and for many people, likely.

In response to this, Turpin Communication training brings presentation and facilitation skills training together taking you a step beyond traditional workshops. No matter how interactive or formal your presentations might be, we'll help you manage the process of organizing and delivering them.

We Make It Personal

Be Yourself... Only Better: If you were the same as every other presenter, there would be no need for a personalized approach to presentation skills training. We wouldn't need to get to know you. We wouldn't need to assess your approach to presentations or discussions. Your nervous habits would be the same as everyone else's. And the road to your improvement would be smoothed by all those other people, identical to you, who have gone before.

But let's face it. **Your individuality counts.**

When we say we'll help you **Be Yourself... Only Better** we mean that we'll help you reclaim your natural communication style. We will never ask you to present information or facilitate a discussion like somebody else. We'll never put you through a one-size-fits-all training session.

Instead, we'll listen to your needs and goals, help you assess your strengths and weaknesses, then work with you to find the simplest, best way to polish your skills--without sacrificing your own style or personality.



"The feedback was extremely valuable and the constructive feedback was helpful & professional.

--B. Ho, Symantec

The Comprehensive Presentation Skills Course

All Turpin Communication training courses have the following characteristics:

Experiential Environment: We believe in hands-on training. Within the safe environment of our workshop you'll explore new techniques and discover what works best for you.

Videotaping and Video Coaching: All of our workshops involve video taping and private, instructor-guided tape review. In a typical two-day class, you will be taped five or six times. After each taping, you'll review your videotape privately with an instructor, receiving further feedback and direction. Our approach ensures thorough, supportive, collaborative and personal training.

Support Material: Workshop participants receive:

- *Turpin Communication Reference Guide*, a workbook that includes organizational strategies for the four most common types of presentations is provided for all workshop participants.
- A flash drive loaded with the Turpin Communication Organizational Strategy PowerPoint Template, a flexible, easy-to-understand organizational tool that can be used again and again for a variety of presentations.

Written Follow-up: After you've completed your workshop, you'll receive a personal letter from your instructors reviewing the work we did and the recommendations we made.

Personalizing for Each Individual As part of the tailoring process, we contact each workshop participant before the class and ask them to complete an online needs assessment. We ask about their needs, their goals for the class, the types of presentations they face. This assessment gets participants thinking about their upcoming training and gives us valuable information about what we need to do to meet their needs.

Tailored Workshops

We do our best to tailor our workshops to the needs of our clients. We learn about your industry, culture, goals and audiences. Sometimes this requires simple phone calls and meetings. Sometimes it means attending trade shows, presentations or training sessions delivered by the people we'll be working with. We know that effective training requires deep insight and thorough tailoring, and we take the time to get it done. Here are some examples of tailored programs we've offered.

- **Sales & Marketing Presentations**
- **New Business Development**
- **Technical Presentations**
- **Executive Coaching**
- **Trainers**
- **Group Facilitation**
- **Cross-Cultural Presentations**
- **Association Board Members**

Pricing/Booking Request

If you would like more information on providing presentation & facilitation skills training for individuals within your organization, we'll be happy to send you pricing information. Please visit us online at www.turpincommunication.com or call us at **773-445-8855**

Workshop Structure

General Outline of a Typical Two-day, Two-Instructor Class.

Day One

- 8:00 – 8:30 Goal Setting
- 8:30 – 12:00 Engagement & Delivery Skill Assessment & Exercises
- 1:00 – 3:30 Honing Message, Organizing Content & Using Visual Aids
- 3:30 – 5:00 Content Delivery Exercises

Day Two

- 8:00 – 12:00 Putting it all together (Content and Delivery)
- 1:00 – 5:00 Managing Interactions – Facilitating Q&A Sessions, Interruptions, Discussions, etc.

Our Clients

Turpin Communication has provided presentation and facilitation skills training to individuals from a vast array of corporations and small businesses. Among them:

- Advocate Health Care
- The Art Institute of Chicago
- Anchor Foods
- American National Bank
- American Management Association
- American Society of Home Inspectors
- Bank One
- Beltone Electronics, Inc.
- Blue Cross Blue Shield Association
- Chicago Mercantile Exchange
- Cisco Systems, Inc.
- Creative Ag Solutions
- Dairy Management, Inc.
- Experian
- Father Dom's Duck's Doo
- Family Business Consulting Group
- Household International
- Insurance Auto Auctions
- Kellogg's
- Loyola University Chicago Family Business Center
- Parke-Davis
- Propane Education and Research Council
- R.R. Donnelley and Sons
- Tetra Rex Packaging Systems
- Toyota Motor Sales, USA
- University of Illinois Cooperative Education Service

"... yesterday I gave back-to-back presentations, twenty minutes each. My boss told me that the investment to send me to (the class) was well worth it. He was very impressed with my progress, and I got numerous compliments from other people... If you ever need a referral from a 'satisfied customer,' let me know!"

Todd B. Toyota Motor Sales

Turpin Communication Instructors

Turpin Communication instructors are dedicated to providing the best presentation and facilitation skills training available. As you can see in these short biographies, our skills as trainers, coaches and workshop designers are enriched by our diverse backgrounds.



Dale Ludwig (Trainer/President) has a Ph.D. in Speech Communication from the University of Illinois at Urbana-Champaign and 29 years teaching experience. He left academic teaching in 1989, after teaching at the University of Illinois and Central Michigan University, moved to Chicago and began work as a communication skills trainer and consultant. Dale founded Turpin Communication three years later in 1992. Since then he has worked to keep the company focused on what it does best: providing presentation and facilitation skills training in small, interactive workshops.



Mary Clare Healy (Trainer) has degrees in marketing and communication from Southern Illinois University-Carbondale. Before joining Turpin Communication she was Director of Marketing at a communication consulting firm in Chicago and Director of Training and Development at Household International. Mary Clare joined Turpin Communication in 1996.



Greg Owen-Boger (Trainer/Project Manager) has been part of Turpin Communication since 1995. Greg is an Ohio native, attended Wright State University majoring in theatre and started his career as an actor and director. For five years he worked as Artistic Director for a production company in northwest Ohio providing live teambuilding events for mid-sized companies. Currently, Greg lives in Chicago and splits his time between Turpin Communication and a Chicago-based consulting firm specializing in leadership and organizational development programs for Fortune 500 companies using creative storytelling techniques. At Turpin, Greg works as a trainer, project manager and webmaster.