



THE SANDUSKY GROUP

PROGRAM OFFERINGS

SHINE!

2014

“You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

— LEE IACOCCA

ACCORDING TO PEW RESEARCH CENTER, EMPLOYEE SATISFACTION IN AMERICA HAS FALLEN 30% IN THE PAST 25 YEARS.

The National Business Research Institute ranks poor communication as the **number one complaint** employees have about their employers.

The cost of communication problems to American business is estimated at \$37 billion dollars.

—The Holmes Report

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Vision, Perception, Connection

BUILDING COMMUNICATION, TEAMS, & BRANDS

DEVELOPMENT AND ENHANCEMENT

Our programs will transform your team's ability to motivate, educate, connect vision with action, reduce the expense caused by misunderstands, increase client satisfaction and loyalty, expand your brand strength, and increase your effectiveness.



SANDUSKY

www.sanduskygroup.com | 2

“I've heard RAVE reviews from the people that participated! Our program has become a **model for training** here at Force 3, so I thank you, and we're looking forward to putting together the next one!

—AMY PENNINGTON,
DIRECTOR OF COMMUNICATIONS, FORCE 3

ORGANIZATIONAL BENEFITS

- Expand the influence of each member of your team from conversations to presentations to negotiations
- Create more engaging, powerful, persuasive, conversational, dynamic presentations
- Expand skill set and influence of consultants and key leaders by increasing their confidence in front of an audience
- Reduce time to establish, communicate, and achieve organization goals
- Increase consulting and team's ability to motivate
- Save money by reducing mistakes, confusion, and misdirected efforts caused by misunderstandings
- Expand influence of your organization
- Transform complaints, negative feedback, and problems into opportunities to build stronger relationships with leadership, staff, and client base



“It was **absolutely terrific**. I absorbed every word and bit of advice and am certain that what I learned today will be very helpful in any future media engagements and presentations. Mr. Sandusky did a great job translating his expertise into layman’s terms, and **I feel more confident** in my ability to speak publicly and interact with the media now than I did prior to today.

—BONNIE GERECKE,
MD CHIEF, DIVISION OF NEUROLOGY AND MEDICAL
DIRECTOR OF REHABILITATION

RESULTS

- Sandusky Group programs cover a wide range of topics, but all of our programs help you achieve the following:
 - ◆ Learn the role perception plays in developing your brand
 - ◆ Master the four perceptions you must create and consistently support both as an organization and individuals
 - ◆ How we *really* communicate in business
 - ◆ Identify and close communication gaps that cost your organization time and money
 - ◆ Build stronger teams, more capable of handling unpredictable challenges
 - ◆ Understand why target audiences often receive a different message than individuals think they sent, and how to avoid that problem from happening in the future
 - ◆ How to prepare, practice, and perform presentations and speeches, and conduct meetings in front of staff, peers, business partners, and clients that maximize goals and objectives
 - ◆ The listening skills that will enhance each individual’s influence and ability to motivate
 - ◆ Identify and statistically quantify strengths and weaknesses in communication style
 - ◆ Be a more effective brand—in person, in print, in the media, internally, and in the marketplace



PRESENTATION SKILLS DEVELOPMENT



MODULE 1.

ABOVE THE VISIBLE LINE

HALF-DAY SEMINAR

- You will experience first hand how quickly an individual communicates to his or her audience—and how much of it takes place without using words
- See yourself how others see you in the organization—and learn practical steps to change, enhance, or expand that perception
- Learn what causes confusion in your communication—and how to eliminate it
- Identify and understand how your behavioral style preference impacts your communication style and how to enhance strengths and eliminate weaknesses
- How to concisely and effectively convey key points and hold the interest of listeners
- Why communication gaps cost you time, money, and productivity and how to identify and eliminate those gaps
- How to build more effective communication skills that grow your career and your organization's success
- We will take you through our CORE-4 process that helps you discover the perception you want for your organization both internally and in the marketplace
- We will help you integrate your expanded understanding of communications in your organization with our TEAM process.
- We will introduce you to the three criteria of every successful team, four ways to elevate the performance of your team, five questions you must ask of your team, and six steps to improve your team.





MODULE 2.

PRESENTER'S TRAINING CAMP HALF-DAY SEMINAR

- Master a 10-step process for building presentations, speeches, and meeting agendas
- Learn what to eliminate from presentations, speeches, negotiations, and meetings that will enhance your ability to motivate employees, expand your influence, and increase sales
- Develop techniques that identify and close communication gaps, energize audiences, and expand your ability to achieve objectives.
- Define and measure the success of a presentation based on your organizations goals and your audience needs
- Effectively use multi-media (PowerPoint, video, etc.) as well as models, photo boards, props and other demonstration tools
- Avoid classic and common mistakes that ruin a presentations, negotiations, and sales efforts
- Extensive exercises and role playing that help identify and eliminate bad habits and ineffective presentation techniques, and ingrain the habits of persuasive presentations
- The art of storytelling and story-selling: using stories to reinforce key messages and dramatically increase audience retention
- Developing a story database—putting your experience to maximum use to expand future results
- Closing techniques that eliminate confusion and clarify the call to action
- Develop confidence and clarity in delivering presentations





MODULE 3.

PRESENTATION PREP WORKSHOP HALF-DAY COACHING

- Sandusky Group coaches work with workshop attendees to build their presentation using skills and approaches taught in Presenter's Training Camp
- We will help you identify what works in your presentation, what needs work, what's missing, and what is not needed
- We will help you choose the most appropriate high-tech and low-tech multi-media to support your presentation
- Our coaches will show you how to identify and build impactful powerful opens, and effective call-to-action closes
- Content evaluation: We will help you decide how much to add or to trim from your presentation
- Alignment: We will help you organize your presentation so it most effectively aligns with your corporate brand
- Leverage: Our coaches will show you how to build frequently used presentations such as sales, marketing, and investor relations that can be shared with other team members
- Practice plan: Each participant will receive a practice plan customized for his or her strengths and potential to best prepare for the dress rehearsal.



MODULE 4.

PRESENTATION DRESS REHEARSAL HALF-DAY COACHING

- Each participant in the program will deliver a presentation, speech or conduct a meeting based on the skills he or she has learned
- Video playback and coaching feedback will escalate the learning in the direction of mastery.
- An individual scoring tool will give each participant a statistical feedback on their progress and future goals as a communicator
- Feedback includes techniques for bridging the communication gap between the presenter's self-perception and how the audience sees the presenter
- Transitions: Your Sandusky Group coach will show each participant advanced techniques for moving effortlessly through a presentation, pitch, or meeting
- Maximizing multi-media: High-tech, low-tech, and high-tech options. When they work; when they don't. How to know the difference.
- Advanced practice skills
- Action plan for expanding each individual's influence with leadership, staff, and clients





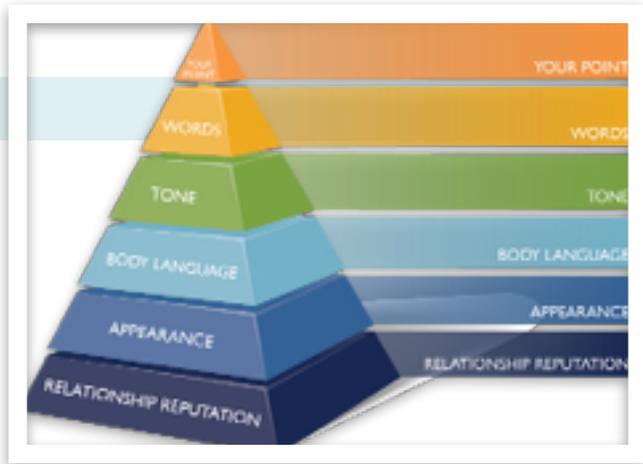
MODULE 5.

SKILLS REFINEMENT

HALF-DAY, ONE-ON-ONE COACHING

- Sandusky Group coaches will meet one-on-one with each program participant to review and refine an action plan for continued development
- Participants will receive direct, clear, and concise strength and weakness assessments
- Identification of specific techniques to enhance presentations, speeches, negotiation, and meeting skills
- Instruction on modifying all skills and programs to their individual personality and styles to maximize their ability to use communication to motivate, connect with staff and clients, and expand their influence





MODULE 6.

PRESENTER'S TRAINING CAMP LEVEL II

- A Master course designed for participants who have completed the first five modules of our presentation skills coaching
- Participants learn advanced story telling techniques
- Expand your repertoire of transition techniques
- Develop advanced practice skills including our micro-practice approach
- Work with our coaches to develop consistent but also different PowerPoint slides and leave-behind handouts
- Learn the technique for delivering a presentation or speech of any length without using notes
- Gain insight on the techniques you need to master to move your presentation skills into the category of elite communicators





The Power of Connection

LEADERSHIP COMMUNICATION TRANSFORMATION

A PROGRAM FOR LEADERSHIP TEAMS

- A customized, multi-module program designed to help senior leadership teams transform their communication skills in person, in front of the room, in front of the camera, in front of investors, and in front of employees.
- We build the program to meet your leadership team's specific needs and challenges drawing on any and all of our programs:

ABOVE THE VISIBLE LINE

PRESENTER'S TRAINING CAMP

PRESENTATION PREP WORKSHOP

PRESENTATION DRESS REHEARSAL

ONE-ON-ONE SKILLS REFINEMENT

PRESENTER'S TRAINING CAMP—II

MEDIA COACHING—LEVEL I

MEDIA COACHING—LEVEL II



Lights, Camera, Coaching

MEDIA COACHING

LEVEL 1

Our programs will transform your team's ability to motivate, educate, connect vision with action, reduce the expense caused by misunderstands, increase client satisfaction and loyalty, expand your brand strength, and increase your effectiveness.

OBJECTIVES & DELIVERABLES

In this seminar, attendees will learn the following:

1. Establish and manage your message in the media
2. Coordinate public relations efforts with media appearances
3. Understand audiences perception of individuals and organizations that appear in the media
4. Deliver key points in soundbites and quotes that support and reinforce branding efforts
5. Stay on point and avoid diluting your message in interviews
6. Develop on camera skills set ranging from wardrobe recommendations to body language that supports your brand and message for each participant
7. Utilize media specific skills for handling TV, radio, Internet, and print-based interviews
8. Handle negative interview situations
9. Use media appearances in conjunction with social media to maximize the impact of media exposure
10. Develop confidence and clarity in delivering messages in the media

SAMPLE PROGRAM

SEGMENT	MULTI-MEDIA
Set Stage: Participants media experience, etc.	Arm folding exercise
First Impressions	Keynote video
The Perception Pyramid and the power of impressions: How audiences form impressions of who they see	Impression video Matrix Keynote
Practice Interviews: Focus: How executives look now; How they want to look	Videotape
Key Points & Soundbites Avoid info overload	Flipchart
Practice Interviews. Focus: Soundbites	Videotape
Avoid Velcroing (wandering answers) Understanding Key Points How to talk from end of question to keypoints	Stopwatch & bell
Practice Interviews. Focus: Talking toward Key Points	Videotape
Evaluation of Strengths & Weaknesses: Using the media scorecard	Media scorecard
On Camera Movement: Body language skills	Videotape & video examples
Practice Interviews. Focus: Refine body language	Videotape
Interview Types: Press conference, talkback, ambush	Videotape
Practice Interviews. Focus: Any last "clean up points"	Videotape
Radio & Print Interviews. Focus: Tone Standup during phone interviews Avoid multi-tasking during interviews	Keynote video
Moving Forward: How to use the Sandusky pocket card, follow-up e-mails, final questions	Pocketcard

For Those with Media Experience

MEDIA COACHING

LEVEL 2

Level II coaching is intensive, one-on-one coaching designed to elevate skill set and comfort level in handling TV, radio, print, and Internet interviews. This program is designed for individuals and groups who have some previous media interview experience. This includes reviewing previous interviews and articles to analyze each participant's performance.

LEVEL II COACHING OBJECTIVES & DELIVERABLES

In these one-on-one coaching sessions, Sandusky Group coaches will review existing TV, radio, and print interviews. Attendees will learn the following:

1. Personal strengths and weaknesses in each media setting
2. Identifying interview mistakes
3. How to improve on supporting Core 4 impressions and target messages
4. How to match their personal communication styles to the unique aspects of each media setting
5. A no-fail approach to remembering key points in any interview session
6. Techniques for preparing for tough interviews
7. Wardrobe assessment to maximize both media and message
8. Finding successful interview techniques to model
9. Regain control of an interview that has lost direction
10. Tips & Tricks of the pros from going off-the-record to educating reporters

SAMPLE PROGRAM: LEVEL II MEDIA COACHING

SEGMENT	MULTI-MEDIA
Perception Pyramid review	PowerPoint
Core 4™	Flipchart
Evaluation of Strengths & Weaknesses: Using the media scorecard	Media scorecard
Video Review: Analysis of previous on camera appearances	Video playback
Review: Analysis of other interview experiences: Radio, Print, Internet	On-line or playback
Identification of target weaknesses to improve	Notes
Practice Interviews.	Videotape & playback
Exercises: Personalized for each executive to eliminate bad habits, weaknesses, etc.	Notes
Evaluation of Strengths & Weaknesses: Using the media scorecard	Media scorecard
Moving Forward: How to use the Sandusky pocket card, Core 4™ follow-up e-mails, final questions	Pocketcard



BUILD TEAMS THAT BUILD BRANDS

T.E.A.M. TEAM BUILDING

This program will introduce your organization to the essential elements of forming, improving, and igniting teams to maximize their potential and your organizations growth. Sales teams, marketing teams, leadership teams, operational teams, any team will benefit from understanding what makes a team and what makes a team great.

OBJECTIVES & DELIVERABLES

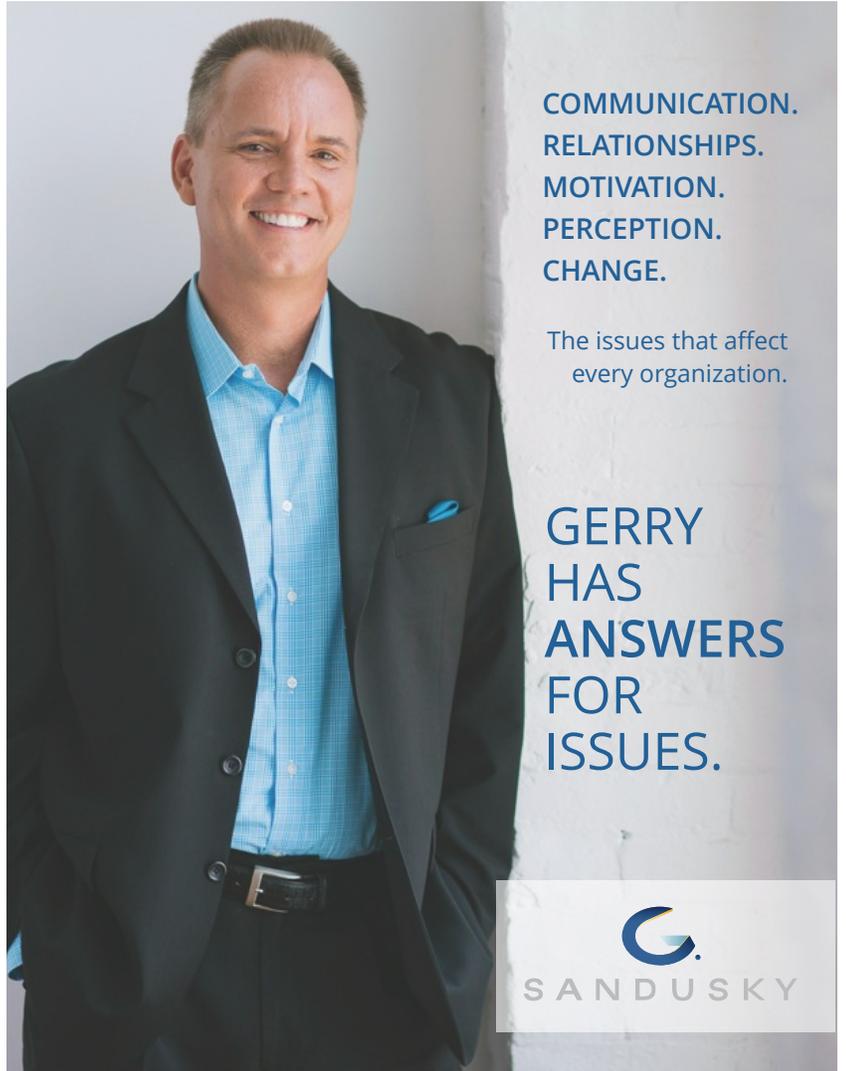
In this seminar, attendees will learn the following:

1. The three aspects to creating a team
2. The four areas that elevate teams from poor to good and good to great
3. The five questions all team leaders must ask
4. The six steps to mastery that all great teams follow
5. How to utilize the PAM scale to evaluate current and future team members
6. The most effective use of goals, symbols, and success benefits
7. Leadership and management success models
8. What separates managers from coaches
9. Assessment tool for identifying your team's current strengths and weaknesses
10. Action steps for building stronger teams that build stronger brands

KEYNOTE TALKS

“Gerry’s keynote was fabulous! WOW, what a message and what a powerful delivery. Certain parts choked me up and had a tear rolling down my cheek. Gerry has a way of presenting a simple message in an eloquent and impactful manner.”

—MARK RHODE,
MANAGING DIRECTOR, JPG CAPITAL PARTNERS



“For the record, I’ve sat thru a bunch of these type of speeches, including some of the biggest ticket names in the biz, (Pat Riley, Tom Osborne, Harvey Mackay, etc) . . . and your material and presentation ranked right up there with the best of ‘em. Nicely done..

— MIKE HOUSER, FILA USA,

PROBORTUNITY THINKING

The Mindset of Seeing Problems as Opportunities



Gerry will show your audience:

- How to turn problems into the start of something better instead of the end of something good
- The one question that can help us regain control in a hopeless situation
- Ten pillars of strength to lean on when there’s nothing you can do
- The one habit all leaders must develop to see problems as opportunities
- How Probortunity Thinking can save careers, marriages, even lives

We all face problems. Avoiding them isn’t always possible. So the quality of your life hinges on how you not only deal with your problems, but how you look at them in the first place. Gerry Sandusky saw his name, and his broadcasting career come under intense national attention when a man with an identical sounding name became one of America’s most reviled criminals.

By approaching the problem as an opportunity, Gerry changed the nature of the problem itself. He will show your audience how to do the same thing in their lives. This is a powerful, transformative approach to seeing problems from a completely different and liberating angle.



“ I learned so much and when I returned to my office I described this as ‘The best 90 minutes of learning I have ever had.’ Thank you for shifting my thinking to perfect my game.

— KAREN L. PELL, PHD
PRESIDENT, VIA CONSULTING LLC

ABOVE THE VISIBLE LINE

The Secrets of
Effective Leadership
Communication

Gerry will show
your audience:

- The communication truth that many leaders overlook
- How their communication supports or becomes their brand.
- How to figure out why other people aren't getting their message. Hint: Even when you think the problem is them, it's probably isn't.
- The path to high leverage communication
- The only way to ensure the people who follow you hear your message

Technical and political skills helped advance your career to a leadership level. But you need a new set of tools to thrive in leadership. These are skills that few learn as they rise – but are the absolute heart of leadership. As a leader, your ability to convey vision and inspire excellence will make or break your own personal success and that of your business.

At this point, you have risen above the Visible Line—the place where everyone can see you.



THE CROOKED YARDSTICK

Redefining How
We Measure Success

Gerry will show your audience:

- The five questions we must all answer in defining success
- The biggest danger we encounter in pursuit of success
- The importance of balancing short and long term goals
- What a blind man can teach us all about the role vision plays in our happiness
- Why the biggest stage and the brightest lights can be the biggest obstacle to real success in life

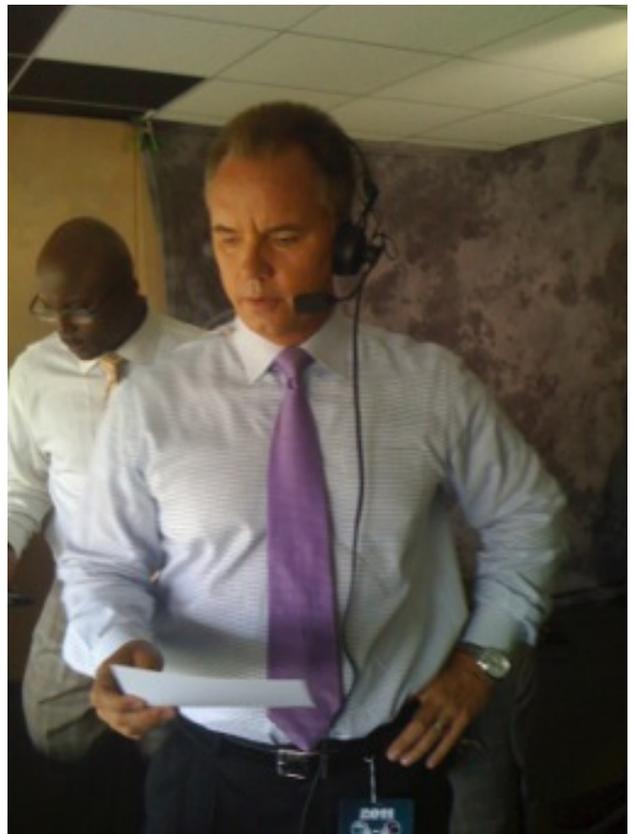
How we define success, and how we communicate that impacts the organizations we work for, the people we work with, the lives we lead, and the lives we touch.

Using powerful, personal experiences ranging from his mother's sewing room to the broadcast booth of the Super Bowl, Gerry will show your audience a new way to think about success, a way that will generate far greater personal happiness and far higher professional productivity.

The Crooked Yardstick will make your audience, your organization, your colleagues re-consider everything they have presumed about success and where and how to achieve it.

“Gerry was engaging and enthusiastic, which kept all of us tuned in to what he was saying. His words were so simple, but so powerful! Gerry’s inspirational speech will be remembered through our sports seasons, our semesters, our lives!

— KATE WILLIAMS
PRESIDENT, TOWSON ATHLETE ADVISORY BOARD



THE HAY IS IN THE BARN

What Really Separates Winners
from Losers in Every Walk of Life

Gerry will show
your audience:

- What winners are willing to do that losers overlook
- Why failure is often the starting point for success—if you know which direction to look
- The three things that always play a major role in a success story
- The crucial question every winner asks before beginning any journey

Gerry made this phrase popular at the end of his Ravens broadcasts, saying it at the exact moment the Ravens had secured a win. It has become a mantra among Ravens fans, and all football fans as the focus of that week’s work and hopes.

But it stands for much more.

The Hay’s in the Barn is a destination we all strive to make in business, in our careers, in our daily lives. But too often we lose sight of the barn!

In this entertaining, engaging, informative talk, Gerry draws on years of exposure to winners in sports and in life and the wisdom of the man who taught him the phrase and shows you how to put it to full use in your life and in your career.



EQUIPMENT & ARRANGEMENTS

We provide the following:

- The seminar facilitator:
- Video examples
- PowerPoint
- Handouts
- E-mail follow up to seminar for all participants

You provide the facility and required presentation equipment (i.e., LCD/Projection equipment; flip chart and stand; DVD player and monitor) Our team comes to your facility, or a facility you provide, to deliver the Perception Pyramid seminar.

ABOUT THE SANDUSKY GROUP

We are communication and team building experts. We coach, consult, and teach our clients how to vastly improve their profits, reduce costs, focus and motivate their organizations, establish and expand a competitive advantage, increase the power of the brand, and transform the potential of their career growth through improved communication skills.

A TV & radio broadcaster for more than two decades, and the radio play-by-play voice of the Baltimore Ravens, Gerry Sandusky founded The Sandusky Group fifteen years ago to help professionals do a better job of expressing their excellence in front of the media and live audiences. Gerry is a two-time Emmy and Edward R. Murrow award winner.

For more on The Sandusky Group, please visit our website: www.sanduskygroup.com.

