



# Unleash your leadership STORYTELLING POWERS

**2020**  
CATALOG

**Executive  
Communication**  
TRAINING AND COACHING



**ar·tic·u·la·tion**  
LEADING WITH STORY

[ArticulationInc.com](https://www.articulationinc.com)

# Welcome to the world of storytelling.

In 2020, Articulation will celebrate our 10th anniversary. It's safe to say, we're onto something. Once upon a time didn't lead directly to happily ever after. But we're getting pretty close.

Over the years we have trained and coached thousands of professionals, helping them unleash the power of storytelling to lead their teams and organizations forward. Today, we're widely regarded as THE storytelling authority. Our team of renowned experts in narrative coaching, message method and presentation training have worked with leaders at all levels and across all types of organizations. In seeking our expertise, our clients are maximizing their careers and improving their lives and those of their teams by creating storytelling cultures across their organizations.

As Articulation marks our anniversary and enters the next decade, we've released this new class catalog to help you meet ongoing and emerging communication challenges. Here are some highlights:

- We have developed specifically for professionals in data and analytics so they can better translate their complex insights and research findings using the Message Method and story.

- You and your teams can now also get help preparing for new business pitches, media interviews, "gotcha moments" and those hot-seat encounters with difficult audiences asking difficult questions.
- Our tried-and-true foundational training classes will continue through 2020 and beyond. These classes in Message Method, Influential Storytelling, Executive Presentation Style & Delivery and Executive Presence — like all of our offerings — are centered on sustainable behavior change. Executives typically don't need a lot of "information handholding" about their subject matter. What they really need are rigorous, coach-led practice sessions to perfect their ability to craft stories that deliver more powerful outcomes and richer results.
- And lastly, those eager to bring the style of TED Talks to their quarterly briefings, leadership summits or other conference events can continue to rely on our Transforming Talks Program. With a team that includes the longest standing TEDx organizers in the world, Articulation has trained over 750 speakers in the respected TED-style of speaking. Join them by joining with us.

*"The assumption is that 'this doesn't look hard' – until you have to do it yourself. That's when you realize this takes discipline and creativity."*

**"This process is a bit of an 'ah-ha moment' for participants. Otherwise, they'll get too deep into the data."**

*"Articulation has the unique ability to transform, for example, a world-renowned surgeon back into a student, and then into a superstar speaker. In essence, they coach people to distill their life's work into a powerful, heartfelt 10-minute talk with mass appeal, inspiring audiences of thousands. Working with Articulation becomes a transformative and life-changing experience for each speaker, their audiences that day, whom they practice with, and certainly for me and my team."*

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**Sherry McNary** | *The Ohio State University*

## INSIDE



As always, we are open to customizing our training and coaching to meet the needs of your executives while building on the foundation of what we know works best. Our goal continues to be instilling proven methods of organizing thought to deliver game-changing stories so you can advance the critical missions of your organization.

We look forward to working with you and to building new partnerships in 2020 and beyond.

Most Tellingly,

*Ruth Milligan*

Ruth Milligan

Executive Presentation  
Style & Delivery

Influential Storytelling

Message Method

Executive Presence

Hot-Seat Speaker Training

Transforming Talks  
Program

Executive Communication  
Coaching Program

Keynote Coaching

*"Not being heard when I speak is something I experience multiple times a day, unfortunately. Using Articulation's strategies have been a wildly more positive experience. Prior to this I would become profoundly irritated with myself each and every time when I had something to say and wasn't heard."*

Star Trek Conference Presenter

**"Marketing is no longer about the stuff that you make, but about the stories you tell."**

Seth Godin, best-selling author, entrepreneur, marketer, and public speaker

# How would you describe your needs?

Select the description with best matches your needs to see which class or program may be right for you or your team. If you don't see what you're looking for, call us at 614-348-0760 or visit us online at ArticulationInc.com and submit our Client Contact Form.

With Open Classes  
Register Now!

Executive  
Presentation  
Style &  
Delivery

Message  
Method

Influential  
Storytelling

Executive  
Presence

Hot-Seat  
Speaker  
Training

Transforming  
Talks  
Program

Executive  
Communications  
Coaching  
Program

Keynote  
Coaching

“My team needs to...”								
Improve how their messages and insights land with our business partners.								
Learn how to keep from giving too much information and getting stuck in the ‘weeds.’								
Elevate their ability to influence so they can advance in their careers.								
Amplify their leadership style by improving how they engage with audiences.								
Stay inside our message during public hearings, RFP oral defenses, or regulatory interviews.								
Know how to develop and use stories.								
Build confidence in their ability to communicate in person.								
Learn how to make complex data accessible to lay audiences.								
“I need help to support a key organizational or company event.”								
The presentations and format at our quarterly or annual meeting needs some new life.								
Our speakers at our leadership summit need more polish, guidance and support.								
Our scientists and researchers need help making their data more accessible and succinct.								
We want to use storytelling in our keynote at our corporate retreat or annual meeting.								
Our event will have a lot of speakers and content and we need a dynamic emcee to tie it all together.								
“I need help improving my own public speaking and presentation skills.”								
I want to improve my public speaking skills and presence.								
I am preparing a big keynote and need help organizing my message and story.								
I’ve been invited to sit on a panel but I have to give 4 minutes of a short talk. How do I do that?								
I’ve been asked to give a TED-like talk. How can you help?								

# GROUP TRAINING CLASSES

Articulation's Group Training Classes consist of four to 75 participants depending upon the module.

Some modules may be combined. Our modules are designed to address specific moments in an executive's development.

## Executive Presentation Style & Delivery

The success or failure of any executive comes from a complex mix of experience, education, persistence, passion and perseverance. But without strong presentation style and delivery, leaders often lack the skill set so necessary to advance their vision and goals.

This class will take you through the process of understanding your own presence — from the quality of your voice to the words you choose to how you look when delivering them.

Executive Presentation Style & Delivery can reveal your known strengths and sometimes the difficult shortcomings you need to address. With proper feedback and practice from Articulation, you will be able to accelerate your influence and be better positioned to win the hearts and minds of your audiences.

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### Learning Objectives

- Develop an understanding of your vocal, verbal and non-verbal style.
- Become more effective in any presentation situation — from small group to large conference settings — by elevating your personal style, delivery and audience engagement skills.

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### Class Length and Class Limits

**Small Group: 4-6 people; 3 hour or 6 hour in person**

- Smaller group provides instructor-led audio and video recording feedback; longer day provides more exercises and practicing developed skills

**Large Group: 7-30 people; 3 hour in person**

- Larger-group class features a blend of coaching and peer-to-peer audio and video recording feedback.

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### Pairs Well With

- Half-Day Executive Presence
- Half-Day Influential Storytelling

## Executive Presence

It's hard to define, but you know it when you see it. It seems to come naturally to some — those people with charisma, influence and that special "it factor." We call it executive presence — and the good news is, you can learn to develop it.

Whether you are a C-suite member, an emerging executive or a new professional, if you want to become an influencer, our Executive Presence class is for you. This class can help you develop and hone your power to influence through a combination congruence of gravitas, communication and appearance. In this class, you can confirm your own values-based leadership style and adopt behaviors that will distinguish you as a leader with executive presence.

Executive Presence is designed for anyone who needs to build better skills to command attention, evoke confidence, influence people and transform outcomes.

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### Learning Objectives

- Confirm your values-based leadership style.
- Know what behaviors distinguish you as a leader.
- Create an awareness of your primary stress response and its impact on presence.
- Build understanding of the impact of specific communication skills.
- Identify appearance characteristics that create barriers for influencing others.
- Understand when to use stories and how they connect to an audience.

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### Class Length

- 4 hour in person

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### Pairs Well With

- Half-Day Executive Presentation Style & Delivery
- Half-Day Influential Storytelling



## Message Method

Message Method can teach anyone to quickly translate complex ideas and data into compelling content and communicate solutions with confidence and clarity to win support. This method can be applied to written or verbal communication.

Our Message Method class will help you take the guesswork out of wrestling through content to determine what to share with an audience. With that in hand, you will be guided through a process of understanding your audience, the context and your big idea and then teach you how to build a case for support with data, stories and feedback.

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### Learning Objectives

- How to create the highest value messages for your audience.
- How to increase efficiency in fact and story gathering.
- How to eliminate unnecessary work and redundancy.
- Building a common platform on which your team(s) can organize key communications.
- Building confidence in how to “correct” a runaway message.
- Understand when to use stories and how they connect to a larger message.

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### Class Length Options

- **Message Method Basics** – 4 hour in person
- **Message Method Plus** – 6 hour in person, includes module on Influential Storytelling
- **Both Message Method Basics and Plus classes** include a 1-2 hour small group review session where participants bring a written application of the method learned for review with a coach and peers.
- **Message method for Data and Analytics** – a three part series designed for professionals translating insights to business partners. Call for details.

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### Pairs Well With

- Half-Day Executive Presence Class
- Half-Day Executive Presentation Style & Delivery Class
- Half-Day Influential Storytelling Class  
(For those who select Message Method Basics)

## Influential Storytelling

Whether you are in data and analytics, medical research, marketing strategy or finance, you have a story waiting to be told. Stories let you bridge what you know and care about to what you want your audiences to know and care about. Clearly, part of your job is to communicate your deep understanding of your area of expertise but to have impact, it must be delivered in terms that your organization’s executives, shareholders, customers or others can relate to through storytelling. This instructor-led online class will help you do just that.

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### Learning Objectives

- Understand what a story is, why it works in modern organizations, how to use stories effectively and when it’s best to use them.
- Learn how storytelling fits into a larger message framework and share the types of stories that resonate with audiences.

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### Class Length

- 3 hour in person or online

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### Pairs Well With

- Half-Day Message Method Class
- Half-Day Executive Presence Class
- Half-Day Executive Presentation Style & Delivery Class



**Our Group Training Classes are available to both teams and individuals. We offer open classes throughout the year. We also offer classes either onsite or offsite, depending on your needs. To see our current open-class schedule visit [ArticulationInc.com](https://www.articulationinc.com). To request a group class devoted exclusively to your team, call us at 614-348-0760.**

# SPECIALIZED COACHING

Our specialized coaching programs offer rigorous, one-on-one coaching for senior executives and requires a sustained commitment on your part to realize their full value.

## Transforming Talks Program

Few of us are natural born storytellers. And even fewer of us are ready to tell our story on a TED stage — or any stage that puts us on the spot. And that's ok, because anyone can develop, sharpen and grow their storytelling skills through our Transforming Talks Program.

As the leader for presenting important ideas through storytelling, TED started us on a journey that led to our Transforming Talks Program. Designed to train speakers for a specific event, it spans 8 weeks and consists of a series of one-on-one coaching engagements, practice, preparation, peer and video reviews and more. It offers a lot — but demands commitment from participants.

Whether you need to give a talk or curate a program of topics and speakers for a specific meeting, event or conference, this program is for you. Each participant will begin with an idea, message or desired outcome of their talk. From there they will learn how to build an outline, incorporate storytelling techniques, select visuals and obtain coaching feedback on content, style and delivery.

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### At its core, Transforming Talks:

- Teaches a compelling way to present information by harnessing the power of storytelling.
- Humanizes by making the experts vulnerable and their stories personal.
- Simplifies complex subject matter to one central idea, leading to greater understanding.
- Compels audiences with a reason to care, learn and also take action.
- Transforms people, perceptions and internal cultures, as well as how to communicate better going forward. It has the ability to renew greater appreciation and momentum for your organization's purpose.

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### Program Outline:

- 8-week sequence of one-on-one coaching, solo research, practice and performance reviews
- 5 coaching engagements
- 1 video review
- 1 peer review

## Transforming Talks Program Alumni

Dozens of organizations and thousands of individuals from business, healthcare, education, research, science, data and analytics have enrolled and benefited from our Transforming Talks Program. Program participants include both event organizers and speakers preparing for a variety of conferences, ceremonies and meetings, including:

**Ford Global Data & Analytics —**  
*GDIA Summit*

**Women in Analytics —**  
*Annual Conference*

**The Ohio State University Development**

**OSU Wexner Medical Center**  
**Development — WexMedLive Events**

**The Ohio State University Office of Research / Tech Commercialization —**  
*Innovator Awards Ceremony*

**Star Trek Conference**

**DSW and Designer Brands —**  
*Leadership Conference*

**Net Jets — Leadership Conference**

**UVAHealth — Development Campaign**  
*Kickoff Event*

**Alliance Data — Analytics Summit**

**Nationwide Children's Hospital —**  
*DiscoveryX*

**Nationwide Children's Hospital —**  
*Research Retreat*

**UnitedHealthCare —**  
*Quarterly Leadership "Pulse" Town Halls*

**EcoLab — EcoLab Talks events**

# Executive Communication Coaching Program

Developed to meet the needs of senior-level and C-suite executives, our Executive Communication Coaching Program provides a structured, but adaptable process featuring six one-on-one coaching sessions conducted over a three-month period. Designed to work progressively, these sessions can help you increase your influence, persuasion and overall communication effectiveness as an executive. The program has proven to be especially well suited to the needs of subject matter experts who have been promoted to leadership roles. Each session's objectives and goals are outlined below.

**SESSION 1:** You will meet with your coach to capture pertinent details on your professional and personal history and to identify any “triggers” that influence how your current behavior affects — positively or negatively — your power to communicate and lead.

After session 1, you will receive a survey for you to complete called the Birkman.® If you have already completed one, we will ask to see some specific reports from your account.

**SESSION 2:** You and your coach review the Birkman results. This gives us a guide on how you prefer to interact with people, what needs are important to be met when in group settings and how you tend to influence others. We will narrow down to a minimum of three key behaviors for you to focus on.

**SESSION 3:** Focused on “Style and Delivery,” this session employs both audio and video feedback to establish a baseline of your verbal, non-verbal and vocal behaviors. We will address any stress responses, listening patterns and presence markers as well.

**SESSION 4:** A break from the one-on-one interactions, this session allows your coach observe you in action in a work setting. If this isn't possible, you need to have a recording ready to share and review together. Time is allotted to work on upcoming interactions, meetings or engagements that you want to focus on through additional planning or practice time.

**SESSION 5:** In this session devoted to Message and Storytelling, your coach will take you through our Message Method architecture for building a content hierarchy. You will also take a deep dive into when, why and how a story can drive insights, recommendations and impact your influence. You will need to share a pending presentation that can serve as an example how Message Method works, especially in helping you to be concise when presenting.

**SESSION 6:** Rounding out the program, this last session covers a review the “Message Triangle” and how to stay inside a complex or contentious message when on the hot seat. You will also have time to continue work on a pending presentation.

*“We heard the stories behind the science and were able to see a diverse group of committed professionals, who under Articulation's guidance, found their voice and are motivating our teams. Perhaps more importantly, we are seeing value far beyond our event, as it is cultivating a culture of greater sharing and collaboration.”*

**Lara McKenzie, PhD**

Research Institute at Nationwide  
Children's Hospital

*“Truthfully,  
everyone in our  
company needs  
to practice  
this skill.”*

Get the training you need  
when it's time to take the  
stage and deliver the outcomes  
you're looking for. Call us so  
we can schedule you for this  
comprehensive, highly  
individualized coaching  
program by calling us at  
614-348-0760.



# SPECIALIZED COACHING

## Keynote Coaching

Whether it's a critical keynote for an annual meeting, industry conference, leadership event, analyst call or TED-style talk, you can take better control of what to say, how you say it and how you present yourself by signing up for Keynote Coaching. This one-on-one coaching service includes a series of live (in person or online) sessions depending on your needs. An iterative series, each will build toward your having a final presentation, including working with you to develop support slides or other materials you may need.

*"Whether it's your first stage or your tenth, coaching really helps you to think differently about how you're articulating the story you want to tell in the most effective way for your audience. Thanks for all your advice, Ruth!"*

**Nicole M. Alexander**  
WIA2019 Speaker, Professor,  
Marketing & Technology

*"Getting up and presenting a story is not what most people are good at. This is how to get better."*

## Hot-Seat Speaker Training

News broadcasts, social media, public hearings, pitch competitions. There are more ways than ever to deliver information and a message to the world. This affords great opportunity and perhaps greater perils. Anyone whose position puts them before a microphone or camera to present, discuss or defend their organization is at risk of success or failure or somewhere in between. It's why this class was developed and why so many can benefit from what it offers.

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### Class objectives include how to:

- Stick to your message, intent and desired outcome.
- Present and defend during RFP "orals," new business pitches and regulatory interviews.
- Prepare for and deliver public testimony.
- Address analysts' questions during business performance calls.
- Defend a business decision, contract or management change.
- Handle and deflect gotcha moments.

In all these situations, you have a message. What you need is help delivering it without wandering into uncharted territory, muddying your response with doubt, inviting criticism or responding to off-topic questions.

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### Class Length

- 3 hours in person. Additional practice sessions can be arranged upon request.

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### Pairs Well With

- Half-Day Executive Presentation Style & Delivery

## OUR CLIENTS



AllianceData.



DESIGNER  
BRANDS

ECOLAB



Huntington



Nationwide®

NETJETS®



THE OHIO STATE UNIVERSITY



THE OHIO STATE  
UNIVERSITY

WEXNER MEDICAL CENTER



UnitedHealthcare®



UNIVERSITY  
of VIRGINIA

*"What we learned from Ruth and hosting a TED-style series of talks has exceeded our expectations. Our people were passionate about what they presented, and at times I had chills about what they were sharing."*

Cathie Smith, PhD, PMP | The Ohio State University

*"I've been doing science for over 30 years and this is the most amazing organizational event I've ever been to. I've never seen anything like it."*

Attendee at a research retreat for the Abigail Wexner Nationwide Children's Hospital Research Institute community where Articulation coached the 16 mainstage science talks.

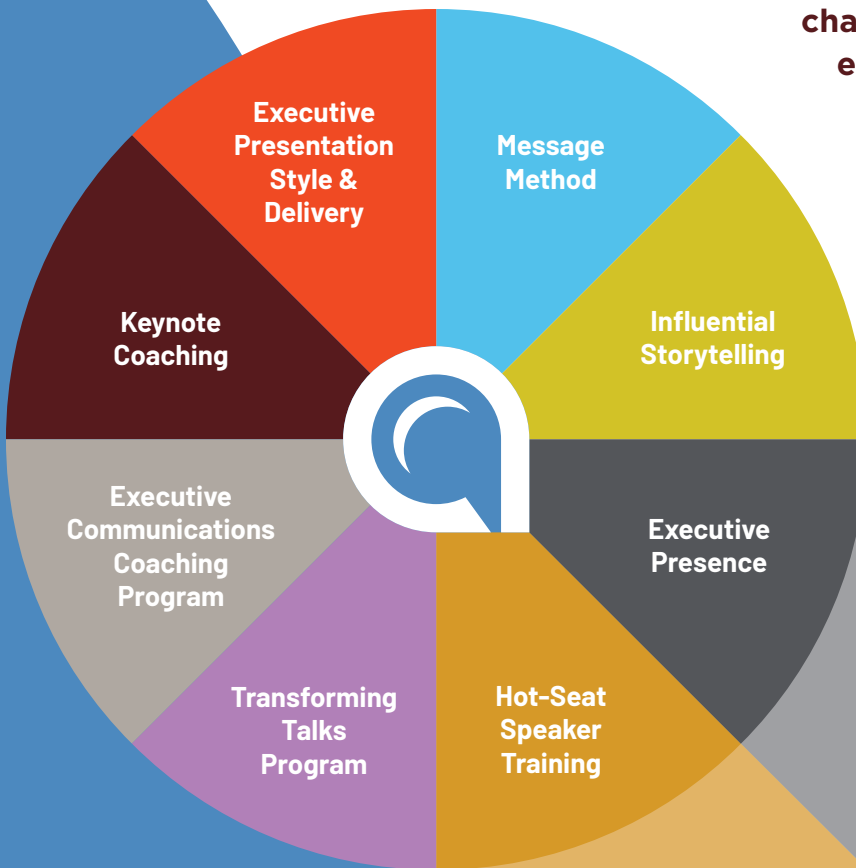
*"We may only see certain leaders once or twice a year when they are presenting. You can imagine how important it is that they convey information well to leadership."*



Whether you are charged with curating and training speakers for an event or are working independently to prepare for a speaking engagement, start by calling us at least 8 weeks in advance so we can work together to make your event a success.

614.348.0760 • [Info@ArticulationInc.com](mailto:Info@ArticulationInc.com) • [ArticulationInc.com](http://ArticulationInc.com)

**Registration for Open Classes  
can be found on our website at  
[ArticulationInc.com](https://www.articulationinc.com). We'll be  
changing class options  
each quarter, so stay  
connected with us  
and be informed.**



**"We tell  
ourselves  
stories in  
order to live."**

Joan Didion,  
best-selling author  
and journalist

## **Don't see what you're looking for?**

Not everyone's needs are the same and our current offerings might not fit yours. We've grown by listening to our clients and refining the content of our classes and programs. So, if you think your needs fall outside the bounds of our classes and specializing coaching programs, we'd like to learn more. We are always looking for ways to broaden our services, adapt our methods and clarify your goals and mission. Together we can plot a course that gets you where you want to be — no matter what the stage, audience or event. Storytelling is as varied as its many tellers. Call us at 614-348-0760.



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