



COMMANDING PRESENCE

Phase Two

Advanced Communication & Presentation Skills Workshops

For Alumni Only

March 24–25, 2025



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About the Phase Two Workshop

This workshop builds upon the Two-Day Commanding Presence Workshop, enhancing your skills to **achieve higher levels of performance and consistency**. Our focus this time is on guiding you to elevate your presentation and communication skills to new heights.

We customize the workshop to address your specific communication & presentation needs with in-depth discussion and group coaching.

- We identify your unique personality traits with an MBTI analysis, and then we work on how to leverage them in your communication style to **become a more masterful speaker**.
- You'll create and refine your own presentation with immediate feedback and coaching.
- You will role play and practice with partners to continue your growth from the Two-Day Workshop and further your speaking skills journey.

With a maximum of **only 8 participants and up to 7 hours of group coaching time**, this workshop is **more focused on your personal growth**.

Phase Two Outline: What's Different?

Pre-Workshop

- Prepare a one-page outline of a new presentation or a current presentation
- Your workshop coach will review your previous videos and personal assessment
- Complete a Myers Briggs personality and communications style assessment

During the Workshop We'll Cover New Units

- Understanding Your Personal Communication Style
- Mastering Storytelling
- Advanced Listening Skills & Managing Q&As
- Speech Wizard & Polishing a Presentation
- Presenting in a Virtual World

PLUS! More video feedback sessions and more focus on group coaching.



Phase Two Workshop Agenda – Day 1

8:30am Introduction & 2-Day Recap

- Two-Day Workshop recap
- **Group discussion:** Summarize individual coaching objectives, what was most useful from first workshop

9:30am Your New Baseline

- **Video Recording #1** Where Am I Now? (<5min)

10:00am Break

10:15am Managing Nerves

- Learn & practice strategies for calming nerves & reducing anxiety

10:45am Understanding Your Communication Style

- MBTI analysis & insights
- **Coaching:** advice for your communication style

12:00pm Lunch

1:00pm Mastering Storytelling

- Powerful PowerPoint
- What is Data Storytelling?
- The Psychological Power of Storytelling
- How to Tell a Story with Data
- Partnered work: Storytelling exercise
- **Coaching:** Telling effective stories
- **Video Recording #2** Storytelling presentation

3:00pm Break

3:15pm Video Feedback Session #1

- Review of your prepared presentation in a group setting
 - 360 style feedback.
- Participants receive analysis and comments on their communication effectiveness
- **Coaching:** positive feedback from peers and coach on personal qualities unconsciously conveyed

4:30pm End of Day One

Phase Two Workshop Agenda – Day 2

8:30am Day One Recap

Group discussion: address questions and breakthroughs from Day 1

9:15am Speech Wizard

- Getting to know your audience
- 5 paradigm shifts
- How to use the Speech Wizard Method
- **Individual work:** Using the Speech Wizard Method rework your prepared presentation

10:00am Break

- Partnered work: practicing your presentation
- **Video Recording #3** Your Speech Wizard Presentation
- **Coaching:** Presentation feedback and insights

11:00am Advanced Listening Skills & Managing Q&As

- Five techniques of active listening
- Active vs empathetic listening
- Strategies for Q&As and difficult questions
- Partnered work: Q&A roleplaying
- **Coaching:** Q&A roleplaying

12:00pm Lunch

1:00pm Video Feedback Session #2

- Review of your Speech Wizard Presentation
- **Coaching:** positive feedback from peers and coach on personal qualities unconsciously conveyed

2:15pm Polishing Your Presentation

- Individual work: Final revisions to your prepared presentation
- **Coaching:** presentation coaching, feedback and insights

2:45pm Break

3:00pm Presenting in a Virtual World

- Develop a Virtual Commanding Presence
- Best Practices for Virtual Meetings
- How to Control the Virtual Room

3:30pm Final Presentations

- **Coaching:** Putting it all together
- **Video Recording #4** Final presentations
- Final Coach's Recommendations and Q&A

4:30pm End of Workshop

Phase Two Format

Participants will hear short, enlightening lectures, practice communication techniques in groups, and receive expert coaching, plus feedback from colleagues.

Before your workshop, you have **three simple tasks**.

1. Create a one-page outline for a presentation on your topic of choice.
2. Complete the provided Personality and Communications Style Assessment.
3. Find two pages of text that you enjoy, from your favourite book, novel, or poem.

With only eight participants, you can look forward to **plenty of personal attention, role-playing, presentation practice and video review**.



Your Workshop Coach

Peter Hiddema

Peter is an expert and speaker on communication and presentation skills. He is also an expert in negotiation, collaboration, and conflict management skills. Peter is fluent in English and French.

Peter has worked in a wide variety of settings. In the private sector he has trained and advised executives of global Fortune 500 companies on high-stakes negotiations and relationships and has also assisted small local organizations. In the public sector he has worked with the World Health Organization, the Inter-American Development Bank, international non-governmental organizations, as well as universities, national and regional government bodies and indigenous peoples. In addition, Peter has been a Visiting Professor in France and Singapore at INSEAD – The Business School for the World, and has lectured at Queen's University (Canada and the UK), and Harvard University, among others.

Peter began his career in finance and banking. He worked with the Royal Bank of Canada in Toronto, Canada and London, England. He holds an Honours Bachelor of Commerce Degree from McMaster University, an MBA from Queen's University (Canada), and an Executive Master's Degree in Consulting and Coaching for Change from INSEAD (France).



Phase Two Workshop Fee

Date: March 24-25, 2025

Cost Per Participant: \$2,700 + HST

Workshop location: 44 Price St. Toronto

Fee Includes: light breakfast, lunch, Commanding Presence Phase Two Workbook, Commanding Presence Handbook.

