



**SOFT SKILL SUCCESS**  
UNLOCK SPEAKING CONFIDENCE



# SOFT SKILL SUCCESS

**INCREASE YOUR INFLUENCE**

Bespoke Team Training

[www.softskillsuccess.ie](http://www.softskillsuccess.ie)



+353 87 280 8734

**Maureen McCowen**



[maureen@softskillsuccess.ie](mailto:maureen@softskillsuccess.ie)



- Do you have a senior manager who gets flustered when delivering presentations?
- Do you have an incredible team of subject matter experts who can't quite get their point across?
- Do your employees need a confidence boost in their interaction with the board or potential clients?
- Would you like to see your team function like a well-oiled machine during presentations and public speaking opportunities?

If your answer was yes to any of these questions, then you're in the right place! My in-house one-to-one and team training provide practical tools for confident presentations and clear communication. After completing my training, your team will be able to:

- Present with confidence, online and in-person
- Have a structured approach to communicating their message succinctly
- Learn practical tips for presenting and communicating with impact, whether that's in a networking meeting, at a conference or speaking to a board of directors





## About Maureen McCowen

My name is Maureen McCowen and I am a Communication and Presentation Skills Specialist who helps business professionals create and deliver presentations with impact.

I know that speaking in public isn't easy and sometimes even the most qualified experts can struggle to get their point across. That's why I have designed individual and team training to help professionals communicate their message clearly, effectively and professionally.

I help individuals and teams:

- Identify their message clearly
- Create presentations that communicate their message effectively
- Deliver important presentations with confidence and competence

Sounds interesting? Take a look at my one-to-one and team training options!

# Own The Room: One-to-One Coaching

## Own the Room

Tailored one-to-one training to help you communicate with confidence, clarity and conviction

## Tailored one-hour sessions via Zoom

Everyone has different needs when it comes to their public speaking skills. It might be that you can control your public speaking anxiety, but you don't know how to structure your presentation effectively and find yourself rambling on. Or maybe you deliver great structured presentations, but struggle to speak off the cuff. Perhaps you want some training for media interviews or you want to perfect the way you look and speak at important meetings and conferences. Public speaking isn't a one size fits all! This is why I have designed this one-to-one tailored programme that focuses specifically on your needs.



## Who should attend?

- New and emerging leaders who want to upskill their presentation and communication skills
- Subject matter experts who are struggling to communicate their expertise and get their point across
- Professionals who are struggling with a specific aspect of presentations and would like a tailored one-to-one approach



## What will you learn?

- Executive presence - how to act, look and speak
- Making your point - communicating with confidence
- The 3 Ps of an effective presentation
- Owning the room - virtual or real
- Different barriers to communication and how to overcome them
- How to speak off the cuff
- Active listening
- Effective questioning
- How to deal with questions
- Topics relevant to individual clients - vlogging, media interviews, leading meetings, etc



## Preparation

The training begins with a discovery call and a self-assessment questionnaire. Then I create a plan specifically tailored to your needs, including one or more of the points above

## Coaching

After our initial call and the self-assessment, we schedule the coaching sessions with topics that are relevant to you.

"I highly recommend Maureen to help you become the best version of your professional self. It was one of the highlights of my year and I am very grateful to Maureen for helping me in a short time period. Soft Skill Success does what it says on the tin. Go for it."



# Team Training

Can be delivered via Zoom/MS Teams or in-person

In-person - 1-day training session

Online - 2 half-day training sessions

Lunch and learn options available

Maximum of 8 participants

As a public speaking coach, I have witnessed the benefits of team training. Participants can get a lot out of hearing feedback from their peers and this shared experience can positively impact the team dynamics - your team members will become more aware of each other's strengths and build a stronger work relationship.

Are you interested in the personal development of your team members?  
Do you want to make sure that your team of experts puts their best foot forward, always?

Do you think your team's dynamics would benefit from a shared training experience?

## Preparation

My team training begins with a consultation with management / HR to establish the team's needs. Participants will also fill in a questionnaire to establish their goals. I will then design the session, covering one or more of the points mentioned above.

You can choose from three team training options that best speak to your team's needs:

- Presentation Skills
- Communication Skills
- Storytelling



# Influence with Impact

## Presentation Skills Training

Whether they're presenting individually or as a group, your employees represent your company. That's why it's important that they present themselves and their message clearly and with confidence, in any situation.

### Who should attend?

- New and established teams who want to upgrade their presentation and communication skills.
- Newly promoted leaders who want their public speaking skills to match their expertise
- Team players who want to develop their presentation and communication skills with their peers

### What will you learn?

- How to ACE a presentation - Audience, Content, Engagement
- Creating a connection with your audience
- Why and how to use stories
- How to use PowerPoint effectively
- How you look - body, posture, language, dress
- How you speak - pitch, tone, vocal variety, pace, language
- Effective delivery skills
- Dealing with nerves
- Dealing with Q&As

*Please note that participants will be asked to prepare a short presentation for the session.*

# Optimise Your Team

## Communications Skills Training

“The single biggest problem in communication is the illusion that it has taken place.”

– George Bernard Shaw

Miscommunication in the workplace can lead to many issues: it can affect the team dynamics; it can mean a missed opportunity for your team and your company and it can increase frustration and lead to dissatisfaction in the workplace. But it doesn't need to be that way! I can provide your team with the tools for effective communication so that they can get their point across in any situation, from inter-personal relationships to big conferences.

### Who should attend?

- New and established teams struggling with internal communication, misunderstandings, frustrations, or distrust.
- Team members who struggle to communicate clearly with stakeholders or colleagues
- Professionals who struggle to speak up at meetings and want to overcome their shyness or nerves

### What will you learn?

- What is communication?
- Different types of communication channels and how to use them in different situations
- What are the main barriers to communication and how to overcome them
- How to master different communication styles
- Verbal and non-verbal communication
- Why listening skills are important for good professional communication
- How to ask the right questions



# Storytelling

## Storytelling for Business

Storytelling for business or technical presentations is an effective way to make your message memorable and engage with your audience. It might sound challenging, but it isn't! Storytelling is a skill that can be learned with the right tools.



### Who should attend?

- Industry experts who are struggling to translate their expertise into presentations and keep their audience engaged
- Teams who need to deliver data-heavy or technical presentations and want to learn new and engaging ways to deliver them
- Professionals who want to upskill their presentation skills and develop their gravitas and stage presence

### What will you learn?

- Why and when to use stories
- The science of storytelling
- Using stories in the business environment
- 5 types of stories
- 7 basic plots
- The 6 C's of story structure
- Using the story spine
- Where to find stories
- How to craft and deliver a story
- Words that wow!



# Training

The three different types of training can be delivered as a full-day workshop or two half-days. Participants will deliver a short presentation at the start and the end of the session and receive feedback from their peers.

“Our Sales & Marketing Team worked with Maureen to develop our presence online and how best to ACE our Presentations. We had two great sessions with Maureen, we were given great tips and advice which will definitely improve our presentations going forward. Maureen has a wealth of experience, and her structured approach made the training very engaging and interesting.”

## Why choose Soft Skill Success?

Having excellent presentation skills is about much more than public speaking - it's about personal development. You should choose Soft Skill Success if you:

- Want your team of experts to reach their full potential
- Are looking for a workshop that is flexible and completely tailored to your team's needs
- Think your team needs honest, helpful feedback to perfect their communication skills
- Want your employees to be their best, most confident selves in the workplace, regardless of the situation

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 [maureen@softskillsuccess.ie](mailto:maureen@softskillsuccess.ie)



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