



Distinction Communication, Inc.

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A Distinction Background Document *A Critical Partner for Critical Times*

Distinction Communication, Inc. was founded in 1998 by Jim Endicott, a Jesse H. Neal award winning columnist for Presentations magazine. Jim's history as a delivery skills coach, author and presentation designer creates a comprehensive backdrop for how Distinction works with its client companies in the areas of leadership communication, effective presentation skills, adaptive communication styles and strategic message shaping.

Shortly after starting Distinction, Jim began to realize that many of the professional looking presentations they created for clients were often self-serving and had nothing relevant to say. They were all about the presenter and too seldom about their audiences. Something was missing. At that time Jim partnered with his personal friend and Seattle psychologist Dr. Scott Lee in writing the Presentation Survival Skills Guide. (Distinction Publishing, 2000). The book shed new light on the challenge with most presentations; anyone can "give" one but it was the rare presenter who understood the messaging and design issues related to audience's actually "getting" them. Distinction's messaging support services were rapidly embraced by their clients as a critical missing element in making more meaningful audience connections and Distinction's revenue doubled each of their first three years of business.

As Distinction evolved, it became clear that a presentation could be well-messaged and designed, but the lack of some critical personal delivery skills could impact an audience's confidence in the speaker and the organization they represented. Distinction soon added seasoned delivery skills trainers and developed a powerful skill-upon-skill training methodology that is still the anchor of their coaching business today. This approach yielded powerfully validated feedback from Distinction trainees with nearly 90% indicating Distinction's delivery skills programs were "*one of the best*" training programs they had ever experienced. In the years that followed their entry into the coaching part of the solution, that statistic has not wavered and today, Distinction travels around the world in support of their clients.

Today, the delivery skills portion of the company has rapidly outgrown all other areas of the business. The company now serves clients ranging from Senior Executive teams in Fortune 100 companies to small business start-ups. What do they have in common? They are all competing for the hearts and minds of very busy people and Distinction helps them stand out from the crowd for all the right reasons.

Although the company has primarily delivered training throughout North America, they also support their client's teams in places like Brussels and Abu Dhabi. From executive one-on-one coaching, small group training workshops to larger conference seminars at high-profile industry events, the company brings a breadth of understanding of all the critical elements of being a good communicator. This is what makes Distinction unique in the industry today.

Distinction's client companies include these industry-leading organizations...

*adidas * Honeywell * Reebok * Intel * Contech Construction Products * Tektronix * FLIR Systems * Fios * Glaxo-Smith-Kline * Clear Channel * Avery * Charles Schwab * VOLT Services * George Fox University * Jive Software * Concur * Regence Blue Cross * Bullivant-Houser-Bailey * Digimarc*