



Distinction Speaker Bio:

Jim Endicott, President, Distinction Communication, Inc.
Author, Executive Coach and Executive Coach



“Jim has a way of zeroing right in on how I can be a more effective communicator and organizational leader. His ideas and case studies are so practical and relevant. It’s just too bad I didn’t learn this stuff 20 years ago!”

Senior Sales & Marketing Executive – Fortune 500 Company

Jim Endicott is a nationally-recognized consultant, executive coach and author specializing in professional presentation messaging, design and delivery. Jim has been a Jesse H. Neal award-winning columnist for PRESENTATIONS magazine and has also contributed presentation-related content to magazines like Business Week, Consulting and Selling Power and the Portland Business Journal.

Jim’s unique approach to the topic of better presentations transcends the simple software mechanics of “giving” a presentation. In stark contrast to so many other seminars today, Jim takes his audiences through a refreshing exploration of what it takes for others to actually “get” and retain our important messages. Giving presentations is all about laptops, lumens, clipart and bullet points. Others actually “getting” them has much more to do with understanding how people process information and ideas - what motivates human beings to action and what causes one presenter to be remembered for years while another is quickly forgotten.

Now more than ever, the need to more effectively win the hearts and minds of busy people has become a critical topic for organizations of every kind. Through personal stories, relevant research, client case studies and powerful principles of influence, Jim will elevate your understanding of the art of presenting and communication effectiveness to an important new level. Jim and co-author and psychologist Dr. Scott Lee released their first book in 2001, *The Presentation Survival Skills Guide* (Distinction Publishing).

Keynote Speaking References ...

International Association of Business Communicators 2006,7 8, 9,10 - "All-Star" Rated Speaker

Honeywell - Annual Sales Conf. Speaker 2004, 2006 2009, 2010 Excell Leadership Events – 2008, 2009,2010

Tek Academy – Leadership Development – 2008-09

FLIR 2007/2010 Sales Conference – Keynote Speaker

Portland Communicator's Conference – 2010 – Top rated

Concur Leadership Legends – Featured Speaker - 2009

InfoComm International 2004/5/6 – Featured Speaker

Innotech 2005/6/7 – Featured Speaker

Distinction Communication Inc.

Distinction is a nationally-recognized coaching organization that comes alongside organizational leaders and others who deliver high stakes messages to communicate their critical stories in a way that invites deeper levels of audience engagement and action. Support includes strategic message development shaped specifically for the presentation medium, the application of professional presentation design approaches so important concepts are grasped more quickly, and finally, Distinction's team works with organizational leaders to more effectively integrate the personal communication skills needed to foster deeper levels of trust, believability and credibility.

Distinction Client References ...

adidas * Honeywell * Reebok * Intel * Tripwire * Tektronix * FLIR Systems * Digimarc * Fios
Glaxo-Smith-Kline * Jive Software * Clear Channel Communications * Charles Schwab * VOLT Services
George Fox University * Concur * Contech Construction & Engineering * Bullivant-Houser-Bailey * Regence Group
& hundreds of smaller organizations

Session Descriptions

Keynotes, Featured Speaker or Workshop Topics for Organizational Leaders

[All available in 75-min, 90-min or 3-hour session formats]

Session option #1 - **Winning the Hearts and Minds of Busy People** - *The Art of Leadership Communication*

"The very best leaders, almost without exception and at every level are master users of stories and symbols." Tom Peters

Organizations simply expect more from their leaders today. Communicating business metrics will always be important, but in times like these good leaders must draw on a much deeper toolkit of personal communication skills to understand how to motivate, inspire and align those they lead toward important goals.

Truly effective organizational leaders must not only be able to understand and communicate critical business metrics, but also leverage two other very important conduits for communication. Statistics and data rarely motivate and inspire others to action and are too often forgotten. Join leadership coach Jim Endicott as he guides his audience through an exploration of these essential leadership communication tools and how they can be practically applied today.

Shaping leadership messages – How do you shape a compelling message to internal and external audiences? And how do you ensure your message stands out above the hundreds of other competing messages? And how can you best communicate the often difficult messages leaders must convey to others?

Adding impact to your messages with visual reinforcement – How does the organizational leader use visual tools to help accelerate information and ideas? Creative approaches will be briefly explored on the use of props, story illustrations and visually relevant concepts.

The business storyteller - A leader can have a relatively good story to tell along with some good visuals, but so much of the impact of a leader's story resides in how the message is told. Good messages often die a premature death when the conduit for the message does not deliver it with confidence & credibility. Make no mistake; the delivery of the story is as critical to the organizational leader as the story itself.

Session option #2 - **Being Heard and Understood** - *The power of adaptive communication styles*

One size may fit all in baseball caps and hockey sticks, but rarely is that the case with communication styles. We live in a world of people who often process information differently from our own natural styles. Nowhere is that more true than in leading and directing an organization. You may be a high 'analytical' type but the senior decision-maker across the table may be a 'driver' personality who is adverse to your detail orientation. This workshop will give you important insight into being better heard by peer managers, how to better lead and reward your direct reports and being heard more effectively by senior management.

During this highly interactive session, session attendees will be given exposure to an easy-to-apply cognitive model to quickly recognize their own default communication style and insight into how their messages are constantly being filtered by others. Attendees will learn how to more effectively adapt to others so their important messages can be heard and understood.

- Learn how to quickly identify the 4 basic relational styles
- Understand how to rapidly adapt to other styles for maximum influence and personal impact
- Relate more effectively to other internal/external team members
- Discover how to target presentation messages more effectively on the fly
- Understand how to create longer lasting influence with key decision makers
- Build better internal teams by creating a synergistic mix of essential styles

Session option #3 - **The Art of the High Stakes Presentation- An Accelerated Session in Personal Impact**

“86% of business professionals surveyed believed they were effective communicators.

Only 17% of their audiences agreed.” The Leader’s Voice, Clarke & Crossland

The stakes are significant for how well organizational leaders communicate their important messages. Whether those messages are intended to align and challenge internal groups, forge critical relationships with key partners or build confidence with your customers, a leader’s ability to execute in those important areas (and at critical times) is very essential to your organization.

Join nationally-recognized executive coach and industry consultant Jim Endicott as he shares with you some inside secrets for rapidly enhancing your personal skill set so you and your important messages can be heard. You will participate in an actual professional coaching session as Jim works with several audience members!

- Learn 4 key foundational skill areas that foster greater perceptions of confidence, credibility & believability
- Leverage strategic eye communication to build greater trust and believability with audiences.
- Master more purposeful and relaxed movement to create a stronger personal presence.
- Use more meaningful gestures to create stronger emphasis to key points and ideas.
- Learn the "power of the pause" to create strategic emphasis at important times.

Session option #4 - **Shaping Business Stories -The Art of Persuasion, Influence and Personal Impact**

Million of times every day organizational leaders attempt to communicate mission critical messages about their businesses; information intended to lead and direct, be a catalyst for major sales opportunities, forge strategic partnerships or other important communication venues. Unfortunately, too few of those critical messages will create the desired effect primarily because facts and data are rarely motivational and charts and graphs do not inspire. Today, organizational leaders must be skilled at the art of personal storytelling to help create the relational context needed to forge long-term change.

- Understand the four fatal flaws of leadership communication
- Discover 5 areas where stories magnify message impact
- Discover how personal stories can help build trust with leaders more quickly
- Learn how to structure personal or organizational stories to make your points more quickly
- Learn how to create a story journal to draw on for every leadership communication opportunity
- Understand what storytelling skills help drive deeper retention of your messages
- Discover how to use props and symbols to forge deeper levels of buy-in and alignment towards key goals

Distinction corporate information:

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