



GET THE MESSAGE™

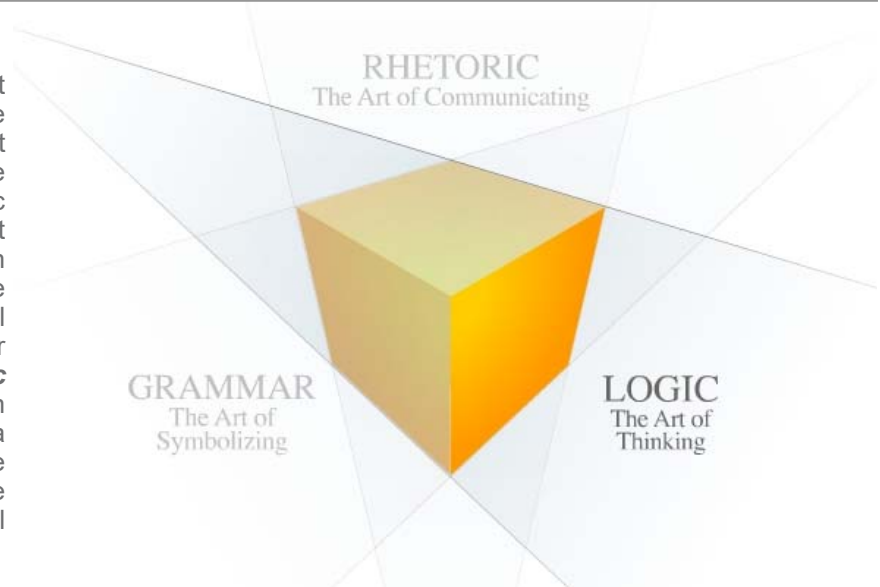
EXECUTIVE PROJECT OVERVIEW

CHALLENGE

We have a great company! We have great people, processes, products and services to offer. In order to move our company forward we also need **a core message that connects** with our clients, our prospects and our partners. When we speak to individuals, potential investors, the executive team, the Board of Directors, the shareholders or the entire company, we must bring a **solid core message** and deliver it with eloquence. The presentations we give are critical. We are the voice of the company. But our best efforts have left us with **a presentation that's just not working**. It's way too long, it's way too technical, it's way too detail oriented, it's way too whatever. The bottom line is, we can't do it alone, we need help from a professional.

REMEDY

What if there was a disciplined yet flexible process that would give us 'the edge' in sculpting the perfect presentation? What if this process gave us the freedom to make strategic decisions about what to say, in what order, and how to let our presentation unfold? At Trivium Performance we believe the secret to successful communication is truly knowing your audience. Our **audience centric approach** changes the perspective an executive takes when crafting a presentation. The result is a more thoughtful, more poignant, more empathetic, and more inspirational message.



APPROACH

Whether it's in-person or via web-conference, our approach is consultative. There are a lot of questions asked, and some really good thinking to come up with the optimal answers. We'll guide you through the entire **Get The Message™ Process**. We'll be vigilant to make sure you say only what's needed. So the resulting message is more pointed, more pertinent, and more powerful.

From your opening remarks to your final comments, **you will have confidence** in your message and clarity of your mission. Our process insures that you net a complete presentation, one that is clear and concise, focuses most appropriately on the audience's key concerns, and one that leads your audience toward taking **their best action**. Through a series of one and one-half hour segments, our message consultant will work with you to develop and refine this critical message. A message that **meets your audience where they are**, and takes them where they need to go. Once our message is crafted, you will have the opportunity to practice delivering the presentation multiple times. We'll use the video camera to record each presentation and we'll provide **constructive critique**. If desired, we'll even storyboard a slide deck to match our speaker notes and work with a graphic designer to create finished slides. We'll also take time to **prepare for the tough questions** that will inevitably arise. So when questions are asked, we don't look like a 'deer in the headlights'. We're prepared, comfortable and confident.



Think. Create. Communicate.

www.triviumperformance.com

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EXECUTIVE PROJECT OVERVIEW

FOCUS

Our objective is to A. Craft a great presentation for our target audience and B. Develop the skills and build the confidence to deliver the message with passion and eloquence. C. Maximize the impact of the message using marketing and design.

TIME COMMITMENT

The message consultant conducts the project in a series of 1.5 hour segments. The entire project can be completed in one to two days, 16 to 20 hours. If desired, leveraging our Cisco Telepresence, state of the art videoconference technology, without ever leaving the office.

MARKETING & DESIGN

It's a good idea to compliment your talk with multiple pieces of support material. Whether it's our marketing and design team or yours, will work together to create this multi-media slide presentation in PowerPoint, Keynote or Flash, invitations to attend, note cards as leave behinds, banners, posters, music, lighting, special effects, whatever we need.

CONFIDENTIALITY

It goes without saying that everything discussed, everything that occurs in the session, and everything created in the session remains strictly confidential.

VENUE OPTIONS

At Client Location

We'll fly to your corporate offices or an off-site location of your choice anywhere in the world. Our **Pre-Session Preparation Package** makes it easy for any on-site program coordinator and insures we have everything we need.

At The Harbour Town Yacht Club (GoTo: www.triviumperformance.com/new-boardroom/)

Take full advantage of our corporate guest rate at the Harbour Town Yacht Club in the heart of Sea Pines Resort. Escape from the office, relax and truly focus on the task at hand. This exclusive private club overlooks the Harbour Town Marina, the Calibogue Sound. The rooftop bar and veranda offer the most spectacular views on Hilton Head Island. This is the perfect place to work on critically important projects and presentations. When it's time to recharge, you can enjoy shopping, fine dining, swimming, golf, tennis, fishing or an evening yacht cruise.



Video Conference

In today's fast-paced and competitive business environment, often times it simply makes more sense to leverage cutting edge technology. Our **state of the art video conference capabilities** allow us to successfully collaborate on consulting projects without ever leaving the office, offering the utmost in convenience, in addition to saving both time and money.



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