

January 1, 2017

Dear Protégées,

I look forward to working with all of you on Monday, January 29th, 2018. I promise that our seminar *Self-Promotion, Gaining Visibility and Executive Presence* followed by *Skills Practice* will be practical, inter-active and fun. Please complete the required assignments below prior to attending the seminar and bring your smart phone to the workshop since we will be using it for several exercises.

REQUIRED ASSIGNMENTS: (please read the complete section first)

1. Develop a two-minute relevant conversation, pitch or presentation to present to your sponsor, your institution, your faculty or colleagues. This could be a request for grant funding to an agency, a presentation to a professional organization, a clinical case presentation or project proposal. If you have an upcoming presentation or conversation, practice it here.
2. Before writing your presentation, read the attached Message Mapping handout and view Carmine Gallo's video link mentioned in the article. His 'pitch' about the Lush Department Store is only fifteen seconds long; however, I find the Message Mapping Strategy a good one for answering impromptu questions, two to three-minute presentations, a one-hour lecture or a three-hour workshop. Consider using this strategy for your two-minute presentation. Your core message will exceed the 140-character twitter feed that Carmine Gallo suggests. I have included several examples of message maps for your review.
3. STAND and give your presentation while a family member or colleague videotapes you ON YOUR CELL PHONE that you will bring to the Workshop. View your presentation (you will want to avoid this, but do it!) and then complete the attached Communication Survey.
4. Bring both the video and the completed Communication Survey to the January 29th workshop. You will be sharing your video and your survey with a partner.

During the workshop, we will engage in conversations and exercises geared toward evaluating and modifying your body language, refining the resonance of your voice, articulating clearly, and developing a meaningful 'elevator pitch'.

Feel free to email me if you have questions regarding this assignment.
I look forward to meeting you soon.

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