

The Crowd Whisperers

A speaker's character has a more significant impact than the most well-crafted content.

A global management consulting firm had a big problem. They hosted expensive conferences for their clients, treating them to a world-class experience, but they were not securing sufficient new business opportunities.

Once the speakers took the stage, they focused solely on extensive PowerPoint presentations, overwhelming the audience with minute details and findings. Complicating the matter, they didn't see that they had lost their audience.

The charge from the CEO was to increase new business opportunities by transforming twelve key subject matter experts into world-class speakers and brand ambassadors, developing individuals who could drive sales and deliver significant economic return on investment.



As speakers practiced focusing their attention on the audience's needs rather than the details and data of the subject matter, a new gravitas emerged.

Achieving the desired change demanded that TAI uncover the human behind the persona of each individual, to know the unique values and meaning that connected them to their work. As each speaker learned to connect and respond to the audience, their partnership and services became more desirable.

Our solution helped each person:

Articulate the impact they wanted to have in the company and with their clients.

Develop a confident physical presence on stage and create a reciprocal relationship with the audience by connecting with them and investigating their responses and reactions.

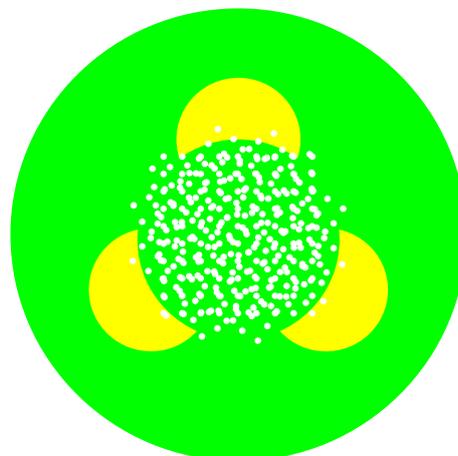
Craft presentations around the client's obstacles and needs rather than facts, figures, and theories.

Share a direction and a vision for the client's success.

Working with TAI, each speaker learned that their character had a more significant impact than the most well-crafted content. They saw firsthand that an audience will travel a long way with a speaker who has done the work of seeing the subject matter through their eyes and connecting with them on a human level.

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Conference dynamics shifted from straight delivery to interactive conversations, panel discussions, and shared problem-solving activities. The consultants' versatility of approaches expanded and were more responsive



to the needs of their various audiences. At the end of the year, the CEO of the global management consulting firm asked to meet with TAI's CEO, advising, "You lied to us." The CEO explained that in addition to developing twelve world-class speakers and brand ambassadors, the work had raised the next generation of voices in the company. "They speak with humanity, clarity, and energy. Their presentations, pitches, and everyday interactions have improved beyond what we could have imagined, enhancing their performance on every stage as leaders, mentors, and partners."

As a result, the percentage of new client interest and engagement increased, and conference scores, as rated by the attendees, improved significantly. The individuals were increasingly invited to speak at external events worldwide, expanding the brand's credibility, distinction, and renown. Sales grew, as did the pool of candidates eager to gain employment with the company.