

# Executive Presentation Coaching

by *TheCoach*

## Background

High impact communications are essential for executives in today's competitive world. However, many talented executives cannot maximize the return on their presentation efforts. With busy schedule, it is also difficult for them to arrange 2-3 days to attend outside training course to improve presentation skills although each presentation will have impact on their business and image.

*TheCoach* introduces

Executive Presentation Coaching which is One-on-One coaching service customized to help executive achieve communication goals in particular occasions by facilitating him/her to organize thoughts, structure clear contents, and deliver high impact presentation.

## Objective

To affirm executive and enhance opportunities of presentation success through improvement of presentation substance, techniques, and skills

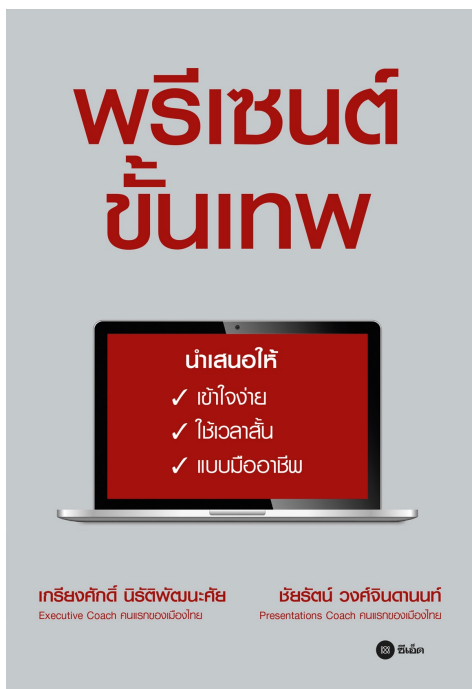
## Uniqueness

- Facilitate executive to organize thoughts, structure contents and deliver presentation
- Provide feedback in each step
- Help you to present "better in your own style"
- No traveling time, take place at your office
- Only 1.5 hours / session

## Method

We provide 4\* coaching sessions (1.5 hours / session) with 2-day break between sessions to let executive rework the presentation according to the feedback from each coaching session.

\* Number of coaching sessions vary upon presentation length and executive's readiness.



Facilitate coaching sessions with  
The Bestseller regarding presentation skills

## Coaching Topics

### Session 1: Structure

Coach executive to organize thoughts and structure outline & contents which match the audiences and leads to expected result.

### Session 2: Slides

Coach executive to build presentation theme and prepare effective slides.

### Session 3: Script

Coach executive to communicate the contents clearly and bridge slides effectively with feedback on presentation rehearsal

### Session 4: Speech Delivery

Coach executive to deliver the presentation with professional body language, tone of voice, and eye contact.

**Coaching hours:** 6 hours (4 sessions x 1.5 hours)

**Fee:** Coaching fee is Baht 20,000/hour (excluding VAT)  
Total fee will vary upon actual coaching sessions depending on coaching needs.

**Examples of comments from clients on various occasions** (e.g. Boardroom presentation, Annual conference, Business review, Customer pitching, International competition, etc.):

*“Before I attended this coaching, I believed my presentation was well prepared. But after the sessions I realised how much it can be improved significantly.”*

BASF (Thai) Limited

*“After coaching sessions, I was very confident that even if our competitors presented after us, we will still win this pitching.”*

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*“I have never seen highly complicated information so well presented. They are very simple and easy to understand. Major improvement from the team, totally different from previous presentations.”*

Bayer Thai Co., Ltd.

**Chairat Wongjindanon.**  
**Presentations Coach and**  
**Certified Strengths Coach**

Chairat is Executive Coach and Trainer who specializes in presentation coaching and strengths-based coaching. He provides executive coaching and training services (one-on-one and small group) under brand **TheCoach**.

He is Certified Strengths Coach and the first Presentations Coach in Thailand.

Chairat is co-author of “ฟรีเซนต์ขั้นเทพ” (Mastering Practical Presentation), the bestseller regarding presentation skills.

He had extensive experience in sales and marketing management with leading multinational companies such as Nestle and L'Oreal before starting his career in training and coaching.

Chairat graduated with BBA in Marketing from Assumption University, Thailand, and an MBA in International Business Management from Golden Gate University, USA.

Since 2004, he has provided training and coaching services to leading organizations including:

Adidas	AIS	Amway
Bank of Ayudhya	Bank of Thailand	Banpu
BASF	Bayer	Beiersdorf
BMW	CP Meiji	DKSH
FrieslandCampina	IRPC	Loxley
Makro	Merck	Michelin
Neurology Institution of Thailand	Mitsubishi	Pruksa
The Stock Exchange of Thailand	PTT	Thaioil

In addition to his full-time coaching and training works, Chairat is frequently invited as a keynote speaker regarding Executive Coaching, Presentation Skills, and StrengthsFinder.

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