

Lee Woodruff

# Speaking Your Mind

HELPING EXECUTIVES CONNECT  
AND LEADERS LEAD



With 30 years in branding/communications, journalism and public speaking, Lee Woodruff brings an experienced, hands-on approach to help executives and leaders sharpen their messages and connect with their audiences. From product launch events and public speaking engagements to television interviews and internal presentations, Woodruff's sessions will take your content and delivery to the next level.



"A leader's ability to articulate the vision translates into success, making finely honed communication skills more important than ever. Lee's collaborative approach will give you the confidence to lead your team from the front."

Duncan Niederauer  
Former CEO,  
New York Stock Exchange

"Lee's sessions are valuable for both novices and experienced professionals, providing valuable insights on how to not just manage the message, but understanding what is required to effectively communicate to various audiences."

Brian Ward  
President, Capital Markets &  
Investment Services  
Colliers International

"It was like thinking you were going to the dentist and discovering that instead you were hanging out with someone brilliant and fun. I found it tremendously specific and useful. Lee was in complete command of the medium and a great teacher."

Patrick Foulis  
US Business Editor,  
The Economist

"Lee challenged us to think through our message from various angles to better define our direction and product. It was a valuable experience for growth and team development."

Andrea McGregor  
VP Operations,  
Ruby Rockets



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SOME OF  
OUR PARTNERS



## OWN YOUR MESSAGE

Every one of us has the ability to strengthen our communications skills. Whether your goal is to amplify your public presence or nail a media interview, mastering these situations requires insight, experience and practice. Woodruff works closely with each client to customize a unique training experience. Here's how:

- Half or full day sessions, helping you refine and manage your message and build your public profile.
- Role-playing with real-time interview and speaking scenarios, allowing you to become more comfortable with all situations.
- Useful tips and tricks for on-the-record interviews and speaking opportunities to help you stay on message with all audiences.

## BUILD ON STRENGTHS

The objective of these sessions is to build on your existing skill set to make you shine. Whether you are planning to give media interviews, sit on a panel or deliver a keynote speech, the goal is a memorable, individualized presentation that leaves the audience with the main points or a closing call to action.

In addition to message content, we'll refine and personalize other impactful aspects such as body language, use of humor and powerful anecdotes.

## SHARPEN YOUR SKILLS

Together, we will amplify your energy, expertise and authenticity. The goal is to ensure you are prepared, in control and confident in all situations, including:

- Media interviews and press conferences
- Product launch events and spokesperson preparedness
- Keynote speeches
- Internal employee meetings and corporate-wide presentations
- TED talks, panel appearances and other industry events
- Skype/webcast presentations
- Corporate earnings calls (including Q&A portion)
- Shareholder meetings

Learn more at [LeeWoodruff.com](http://LeeWoodruff.com) or book a session by emailing [leewoodruff@gmail.com](mailto:leewoodruff@gmail.com).