

The
TEZ
TECHNIQUE
Speak to Influence & Inspire

SPEAK LIKE A LEADER.



AGENDA

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The
TEZ TECHNIQUE

SPEAK LIKE A LEADER BOOTCAMP

Led by Amy Tez

Are you a high-potential leader, founder, business owner or senior executive wanting to:

- **Position yourself as a Thought Leader**
 - **Craft an inspiring story**
 - **Establish yourself as purpose-led**
 - **Ensure message credibility**
 - **Take on bigger stages**
- **Inspire more sophisticated audiences**
 - **Be stand out**

Then the *Speak Like a Leader* bootcamp is for you!

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The **TEZ TECHNIQUE**

What you'll learn

- What to say and what to leave out - cut the fluff
- Translate complex data into inspiring story
- Ditch the dull presentation and wake up your audience
- Identify key gaps and make a strong case for your solution
- Clarify threats, objections and pushback
- How your ideas differ from the competition
- Evocative hooks to draw others in
- Include future milestones and clear direction
- Make a clear case even when time is short
- Win over hearts and minds
- Be relatable, real and convincing

What you will get

- No BS; just best-in-class guidance
- Decades of experience distilled into a precise methodology that works
- A fresh and distinct approach to revitalise your story and delivery whilst respecting necessary business constraints
- A roadmap with actionable insights to keep building your leadership story and brand presence into the future
- A repository of memorable stories making key business points
- A tailored, 360 approach to supercharge your presence
- An interactive, supportive space to make exciting discoveries

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The TEZ TECHNIQUE

Is *Speak Like a Leader* for you?

- You speak at conferences, key events and on screen.
- You speak to high stakes audiences, influential clients and prospects.
- You speak to the board and senior team to win project approval.
- You pitch your company to investors, analysts and the media.
- You need to make an important case & win support from all levels.
- You need to lead change, drive innovation and inspire action.

Why The Tez Technique?

Speak Like a Leader is a bootcamp program based on *The Tez Technique*. This technique has been cultivated from a wealth of practical experience and Amy's unparalleled approach that's been praised by leaders of Fortune 50 companies.

It builds your clarity of message and purpose-driven story, and positions you as a leader that stands out, connects and drives action.

She has helped over 1000 CEO's finally master their storytelling in a way that feels true to them.

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The 5 Program Fundamentals

Your Audience Needs: Build Compelling Content

One of the most important principles of influential speaking is to speak from the audience's perspective. Amy's "Audience Needs System" is a simple, yet effective way to unlock what's in the heart and mind of any audience. This system helps leaders understand the hopes, fears and needs of your audience - even when an issue is complex and controversial. Once leaders can target specific needs, they will be able to consistently communicate a compelling and relevant narrative with any audience.

Your Big Idea

Leaders are often instructed to talk about the "big idea" but it's tricky to know which ideas actually meet the mark. The "Big Idea" formula enables leaders to quickly turn complex ideas into a succinct statement that will inspire, engage and spark further conversation. The Big Idea formula helps leaders to communicate any Big Idea to key stakeholders, ensuring they convey the benefits to maximum effect.

Present Powerfully to Key Decision Makers

Many leaders fall into the trap of using too many words to present too much information, along with too many slides, populated by too much text which is mostly irrelevant to an inspired conversation with the Board or senior executive level. Razor-sharp communication is paramount when making a persuasive case to key decision makers. This can be effectively learned through Amy's simple template that shows leaders how to succinctly state the problem and the effectiveness of their solution, and then articulate why it is important for the organisation, taking into account the risks, and ending with a clear recommendation of next steps.

Turn Data into Story

Every person has a story to tell. We all have lives enriched with experiences and lessons, and some of our most seemingly ordinary events can become inspiring if we know how to narrate. In this module, leaders will learn how to build a repository of business stories for talks and presentations. Amy will show how to build stories that make an insightful, business-relevant point. Leaders will have the opportunity to practice their storytelling and will receive constructive feedback. Leaders will also learn how to speak with a more empowered presence, natural body language and the gestures that feel true to them. This is the only way to bring stories to life.

Stage Technique

In this session, we cover the fundamentals of stage presence. These elements will help leaders to establish high-value leadership and inspire any audience. The Tez Technique provides practical tools to help leaders own the stage when they speak, including natural body language, a strong voice and the keys to optimal anxiety management. Leaders also learn what to avoid and how to stay away from contrivance - both in real life and on camera.

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SESSION OVERVIEW

PREPARATORY WORK

To be completed before the session.
Should take no more than 2 hours.

Part 1

AUDIENCE NEEDS

- * Complete My Intention Questionnaire (10 mins)
- * Complete Audience Needs Questionnaire (20 mins)

Part 2

THE BIG IDEA

- * Create the first draft of your Big Idea (30 mins)

Part 3

A PERSUASIVE CASE

- * Initial ideas for your own presentation (25 mins)

Part 4

LEADERSHIP STORYTELLING

- * Learn about Story Structure (10 mins)
- * Generate your story ideas (15 mins)

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SESSION OVERVIEW

IN PERSON BOOTCAMP

Part 1

GROUP SESSION

10:00 am – 11:45 am

- * Welcome +Introductions
- * Audience Needs
- * Big Idea
- * Your Persuasive Case
- * Starter Hooks

Part 2

GROUP SESSION

12.00pm – 1.00pm

- * Stage Presence
- * Anxiety Management
- * Eye Contact
- * Gestures
- * Voice

Part 3

GROUP SESSION

2:00pm – 3:45pm

- * Individual delivery of 3-minute presentation
- * Receive constructive feedback

Part 4

GROUP SESSION

4.00pm – 5.00 pm

Q&A
Final Takeaways
Next steps
Graduate

The TEZ TECHNIQUE

Client Testimonials

Head of Brand Culture, Swarovski North America

“Amy made the session high impact, helping our teams connect to their peers with far more powerful messaging. They received valuable tools in crafting a compelling story and then delivering it with maximum effect. If you are not engaging Amy to work with your team to increase their ‘presence’, then you are not differentiating yourself from the competition and you are leaving business on the table.”

Director, NAEM North America

“Amy inspired us beyond our expectations. All our female executives, many seasoned CEO’s, found Amy’s approach highly practical, refreshing and based in applicable common-sense. We’re definitely bringing her back..”

Editor, TechCrunch

“I learned more in that time than in any other 90 minute period. I would thoroughly recommend her services.”

CEO, Capital Enterprise

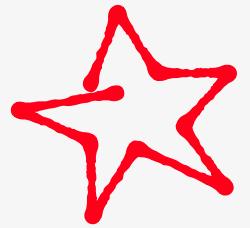
“Amy is a fantastic coach. For two years, Amy has been running a workshop, as part of our Green Light programme, on how to communicate with leadership presence and win the trust of investors. The startups love her, we love her, and most importantly, the impact she has on the confidence of our founders and their ability to raise capital is truly impressive.”

Senior Director, World Health Organisation

“Wow! The Speak Like a Leader Boot Camp” was fantastic. It was one of the most enjoyable professional learning experiences I’ve had. So rich in practical helpful advice that all our team could immediately put into action”.

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Amy Tez

Amy is an accomplished actress turned entrepreneur, who combines her creativity and business acumen to bring you a series of powerful trainings loved by global brands, FT50 companies and over 1000 start-up founders.

Amy has built a solid reputation in leading transformation for established CEO's, leadership teams and politicians.

She grew her theatre company "Killer Theatre" to a team of 15, with no investment, producing plays for the West End before shifting her focus to coaching, performance psychology and helping others reach "impossible" goals.

She has designed bespoke trainings for the leadership teams at Swarovski, WHO, Saatchi & Saatchi, Havas, Aviva, GoCompare and many leading universities and tech accelerators.

She has also helped launch 100s of ventures raise significant investment and is the go-to coach for ambitious founders determined to succeed.



RAISE YOUR GAME.

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