

COMMUNICATION
PERSONAL EXPRESSION
PRESENTATION SKILLS



Approach

Build Essential Capabilities

The single most important skill in business is the ability to communicate effectively.

Companies focus a lot on “what we know”. Of course ideas, information, products, technologies, subject matter expertise, and market info is key to growing any successful business. However the importance of “how we communicate what we know” is most often undervalued. Invisible Elephant helps businesses develop this essential capability.

Master “Invisible Elephants”

The term “elephant in the room” refers to an unacknowledged factor that is substantially influencing the desired outcome. When we address the “invisible elephant” the success of our efforts become possible.

IE programs and coaching develop the four skill sets – the invisible elephants – that are crucial to successful business communications.

Effective Delivery

Leverage your natural style to project confidence, credibility, and professionalism. Eliminate distractions, and maintain focus with effective physical behaviors -- eye contact, vocal intonation, posture, gestures, use of space, etc.

Compelling & Memorable Content

Be clear, succinct, and persuasive. Develop a listener-focused plan for appropriate levels of detail, visual support, notes, and documentation.

Interaction & Conflict Management

Cultivate listener engagement, facilitate stakeholder buy-in, and handle difficult questions to keep conversations forward moving.

Listener Adaptability

Adjust your approach to meet diverse listeners, and apply skills effectively to various communication vehicles – telephone, e-mail, web and live meetings, formal and informal presentations.

Master these “invisible elephants” to transform unconscious liabilities into conscious strengths and support for your goals.

Skills

Create Lasting Change

IE consultants facilitate dramatic and lasting change through sophisticated use of presentation modeling, personal coaching, interactive exercises, rehearsal, role-plays, reinforcement practices, and extensive videotape feedback.

Invisible Elephant Programs

Leadership Communication

- Executive Coaching
- Message Facilitation & Communication Strategy
- Custom Skill-Building for Executives & Teams
- Spokesperson Training: Business Center, PR, Press & Media

Presentation Skills

- Mastering Presentations
- Effective Technical Presentations
- Communicating through Technology: Web, Video, Teleconference
- Info with Impact: Content Design for Speaking & Writing

Business Communications

- The Dynamic Business Communicator
- Consultative Sales Communication
- Professional Telephone Skills
- Speak Up!: Business Communication Seminar for Large Groups

Interaction & Conflict Management

- Winning Meetings
- Growing a Thriving Team
- Extraordinary Customer Service
- The Art of Productive Conflict

Creative Personal Expression

- Improvisation: The Heart of Creativity
- The Great Escape: from Self-Consciousness to Self-Expression



“The way that an idea is expressed is as important as the idea itself.”

Peter Rosselli
President
Invisible Elephant

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IE Team

Access a Wealth of Experience

Consultants

Invisible Elephant consultants bring a creative, personal, supportive, and results-oriented approach to their work. They are exceptionally experienced, and collectively embody a formidable depth and breadth of expertise. They are committed to promoting lasting, life-changing impact in their clients that consistently surpasses goals and expectations.

Founders

Karen Roeper and Peter Rosselli have collaborated for over 20 years as consultants and educators, both nationally and internationally. They have integrated their experiences in organizational and leadership development, communication and presentation skills training, executive coaching, corporate management, facilitation skills, counseling psychology, expressive arts therapies, and performance technology to create a highly unique approach to professional learning and development.

President

Peter Rosselli has been an innovator in Business Communications and Personal Expression training for over 20 years. As a course designer and coach he has worked directly with over 15,000 individuals, and conducted hundreds of skills development programs.

Prior to IE, Peter co-founded Cor Communications LLC, specializing in Diversity training. He developed the curricula for Decker Communications Inc., managing programs in Presentation Skills, Press and Media, Message Development, Conflict, and Customer Service. He worked with ChangeWorks Solutions, helping companies through dramatic organizational transformations, and also consulted with The Negotiating Edge Seminars. Peter remains a Senior Consultant with the Taylor Consulting Group and Effective Training Associates. He has guest lectured at Stanford University, UC Berkeley, IEEE, and the National Technological University.

Peter completed his undergraduate and graduate work at UC Berkeley and JFK University, and trained extensively in personality and social styles systems. He has spent a lifetime studying expressive arts beginning with music studies at age six, and began conducting workshops in improvisational movement and theatre in 1985. Peter loves the spaciousness and peace of the ocean, so he is blessed to live in Muir Beach, California with his wife Karen. They proudly have one grown son, and aspire to become child-spoiling grandparents some day.

Clients

Partner for Success

For over twenty years, Invisible Elephant consultants have worked with Fortune 500 companies, small businesses, and individuals, helping them to differentiate competitively, and to achieve their highest and most ambitious personal and business goals. Following is a partial list of clients for whom IE consultants have provided services.

- AT&T
- CA State Lottery
- Cisco Systems
- Dey Labs
- DPR Construction
- Ebay
- Esalen Institute
- Genencor
- General Electric
- Gilead Sciences
- Hewlett Packard
- IBM
- IEEE
- Interactive Data Corporation
- Internal Revenue Service
- Kaiser Permanente
- NASA
- National Semiconductor
- Naval Postgraduate School
- SustainLane.com
- St. Joseph's Hospital
- Yahoo! Inc.

Engage Invisible Elephant to help you think strategically about ways to advance key communication skills capabilities within your organization.



“We truly appreciate all that you bring to your work, and I know first-hand how much care you take with each person. Thanks for making us a better company!”

James Elsen
President & CEO
SustainLane

“Videotaping is always a plus. Working with our actual content was HUGE. Excellent job.”

Scott A. Johnson
VP, Global Service
and Education
eSignal