



ABOUT REX HAGON & ASSOCIATES

Your corporate growth and success depend on your people being able to express concepts, ideas and strategies with clarity, integrity and confidence.

THE HAGON APPROACH

Being a great speaker isn't about how much content you can present. It's about the quality and relevance of what you say. Your audiences want and need you to communicate with clarity, candor, integrity and confidence, and to demonstrate a genuine desire to establish a meaningful business relationship with them.

You can become that kind of speaker with training from Rex Hagon & Associates.

We put the human element back into business communications for people of all levels... from CEO on down... and our approach is proven to successfully contribute to our clients achieving increased win/retention ratios, stronger customer relationships, and an enhanced corporate image with external and internal audiences.

Rex Hagon personally customizes and conducts every program to meet the individual needs and goals of the participants in the program.

Before beginning, participants complete an RHA Pre-Program Assessment questionnaire to candidly identify their individual communication history, strengths, weaknesses and program goals. They also prepare a short business presentation which they will present at the first session; this presentation will be videotaped to assess their communications skills in action.

Throughout the program, Rex provides participants with ongoing video, verbal and written feedback, to candidly and constructively identify strengths, weaknesses and suggestions for further improvement.

Through exercises, experimentation and issue-related role-play, participants stretch their individual comfort zones, while testing different communication tools and approaches, to develop a strong intellectual understanding of, as well as a practical ability to apply, RHA spoken-word principles, tools and techniques. And they are empowered to meet the challenges of business presentations and meetings as well as daily communications.

RHA believes that effective communication is a lifelong pursuit and is open to working with participants beyond the initial assignment to continue to "raise the bar" on their communication proficiency and competency.

EFFECTIVE COMMUNICATION PROGRAMS

RHA's four most popular Effective Communication programs address a range of communication expertise within a company.

PRIVATE EXECUTIVE PROGRAM

- Includes five 2-hour private sessions.
- Designed for high-level executives and business professionals who want customized one-on-one training.
- Achieve specific criteria based on the diversity and complexity of the participant's communication needs and requirements, through forthright consultation and coaching and application of RHA's proven communication principles and techniques.
- OPTIONAL: Before beginning this program, comprehensive 360° interviews are conducted with up to 6 designated business colleagues to gain further insight into the participant's communication abilities.

MANAGEMENT PROGRAM

- Includes four 3-hour group sessions, maximum 6 participants per group.
- Designed for executives, senior management, managers, and sales and marketing professionals.
- Provides intensive high-calibre training focused on expressing creative concepts, ideas and strategies with integrity and confidence, and developing strong, influential communication skills with external and internal audiences.
- Promotes a mentoring attitude to enhance corporate communication identity through consistent, cohesive messaging at all levels.

MEETINGS PROGRAM

- Includes three 3-hour group sessions, maximum 6 participants per group.
- Designed for managers and personnel who spend considerable time in meetings or responding to colleague and customer enquiries.
- Focused on how to communicate relevant information with clarity and confidence and perform more effectively in daily business activities.

INTEGRAL TRAINING PROGRAM

- Includes three 90-minute group sessions, maximum 6 participants per group.
- Designed for legal and business professionals.
- Provides communication fundamentals and methodology for preparing influential presentations, as well as delivery techniques and how to convey messages from the audience's perspective, to have a positive impact on the development of new business and the growth of existing business relationships, resulting in increased win/retention ratios.
- Recognize the connection between communicating effectively every time they speak and an improvement in how they conduct their daily business.
- Enhance corporate communication identity through consistent, cohesive messaging at all levels.

EFFECTIVE COMMUNICATION PROGRAM MODULES

Program modules can be designed to stress the importance of and training in:

- Understanding Your Audience
- Organizing & Structuring Your Presentations, from Closing to Opening
- Preparing Relevant, Memorable Messages
- Creating an Appropriate Delivery Tool for Maximum Results
- Refining & Effectively Using Notes
- Exploring Delivery Techniques
- Communications Principles
- Using Visuals The Right Way
- Principles At Work
- Show Us What You Learned
- Thinking on Your Feet During Q&A

OTHER RHA COACHING PROGRAMS

To complement our Effective Business Communication training programs, RHA also offers:

- Media Training & Relations
- Business Writing & Editorial Consistency
- Exploring the Use of Visuals
- Master Presentation Deck Development
- Webcam & CD Production
- Competitive Intelligence & Strategic Analysis

EFFECTIVE COMMUNICATION PROGRAM MODULES

UNDERSTANDING YOUR AUDIENCE

- Discuss criteria for determining the precise needs of an audience, so that the messages and objectives being presented resonate and reflect their specific needs and concerns.

ORGANIZING & STRUCTURING YOUR PRESENTATION, FROM CLOSING TO OPENING

- Learn the fundamentals to methodically structure a presentation using RHA's proven format: setting your objectives, establishing the key messages and their salient supporting points, developing relevant and sensible connecting content (bridges and segues), and a clearly established resolution or call-to-action.

PREPARING RELEVANT, MEMORABLE MESSAGES

- Learn to systematically develop concise, thought-provoking messages that clearly support the audience's defined requirements and expectations, and thus, involve them as vital, active participants.

CREATING AN APPROPRIATE DELIVERY TOOL FOR MAXIMUM RESULTS

- Discover the benefits and techniques for using a well-structured delivery tool that keeps you both focused on and on-track with your pre-planned presentation, and connected with your audience.

REFINING & EFFECTIVELY USING NOTES

- Learn how to create and use notes in a disciplined manner to guarantee that all your points are covered in a well-planned sequence and delivered in a natural and relaxed manner.

EXPLORING DELIVERY TECHNIQUES

- Stretch your comfort zones, while experimenting with different communication techniques and approaches. Using them effectively will breathe life and enthusiasm into your presentations, and empower you to deliver your messages in a confident, relaxed, conversational manner, and encourage a more meaningful relationship with an audience.

COMMUNICATION PRINCIPLES

- Explore how to use the basic principles every day to get your messages across consistently in spontaneous speaking situations, by gaining an insight into your own natural, existing communication strengths.

USING VISUALS THE RIGHT WAY

- Learn how to select clear, concise visuals that enhance and reinforce your messages, and how to seamlessly blend them into your presentations without overwhelming or distracting your audience from hearing the message.

PRINCIPLES AT WORK

- Demonstrate your grasp of the principles, using selected corporate messages. Strength of message and content development are discussed, along with how to cultivate your speaking ability into an everyday life-skill.

SHOW US WHAT YOU'VE LEARNED

- Demonstrate your new proficiency, by redelivering your initial presentation. Use reorganized notes, clear objectives, memorable messages, supporting visuals, and a natural, relaxed delivery.

THINKING ON YOUR FEET DURING Q&A

- Practise applying the communication principles and techniques in an interactive role-play environment to develop a comfort level during Q&A to promote a more successful, interactive dialogue with your audience: how to listen to and respond to each specific question asked, clarify critical concerns, and reinforce key messages and benefits for your audience.

CREDENTIALS

Rex Hagon is an Honours graduate in Sociology from the University of Toronto, with a specialty in Communication & Interpersonal Relations.

In 1985, after a long and successful career in the Canadian film and television industry, as well as corporate communication, Rex formed Rex Hagon & Associates (RHA). Drawing upon his performance training and corporate experience, he developed RHA's unique approach to executive coaching in Effective Business Communications. Through the years, Rex has extended his training to other managerial levels with RHA's four very successful program formats and a mentoring philosophy that not only address the various speaking requirements within an organization, but also establish a strong corporate communication identity through consistent, cohesive messaging.



Rex has an intrinsic ability to harness the power of spoken communication and make connections with his audiences. His well-honed professional, yet entertaining, coaching style allows for the most efficient, yet effective and lasting, learning. He prides himself in the lasting relationships he builds with clients, as well as the improvements they achieve as their communication abilities become life skills, through continued rehearsal and consultation.

Rex's knowledge of current business and change-management issues, coupled with his facilitation expertise, has successfully contributed to his clients' increased win/retention ratios, stronger customer relationships, and an enhanced corporate image with external and internal audiences.

RHA'S COMMITMENT TO YOU

Why choose Rex Hagon & Associates to train your organizational leaders to develop their communication skills? It comes down to commitment.

BUILDING LASTING RELATIONSHIPS

Your relationship with RHA does not end when the project is completed. We remain available to you for follow-up sessions on communication effectiveness and, as required, for revisions to written materials and other deliverables.

ACCOMMODATING SCHEDULES

We understand the busy executive life and will do what it takes, so that all participants get the maximum benefit from this program. If that means meeting at an unconventional time or location, we will be there.

MENTORING MENTORS

We understand the importance and value of building a uniformly strong presentation style within an organization. As such, we strive to instill confidence in our participants so that they can each be effective communication mentors to those who report to them.

A SKILL FOR LIFE

Unlike rote public speaking courses that offer a “do” and “don’t” list to memorize, we believe that effective communication should be a part of a speaker’s set of life-skills. We build upon each participant’s existing strengths and teach them to integrate RHA principles not just for imminent situations, but also for the rest of their careers.

“The Institutional Sales Team for Connor, Clark & Lunn Financial Group has benefited from Rex’s presentation skills insights, and one-on-one coaching for the past ten years. Our presentation preparation vernacular includes many of the key words from Rex’s coaching, a testament to the impact of his spoken word training.”
— Bruce Shewfelt, former Head of CC&L Institutional Sales

Rex is a master at engaging professionals (individuals and teams) to deliver well crafted, thoughtful and memorable messages at all levels of business management. Whether preparing for that ever important sales presentation or in assisting an executive to be a more effective communicator, Rex’s programs are highly effective and are of outstanding value.
— W. Kevin Drynan, Financial Services Executive of PureFacts Financial Solutions

Rex is an excellent communications/presentation coach. His techniques have been applied by myself and many members of the teams I have lead over the years with great results.
— Sean Forkan, Vice President and Country Manager of VMWare

CLIENT LIST

RHA has had the privilege of providing Effective Business Communication programs to clients within both public and private sectors; a partial list is shown below. Referrals and long-term relationships are the primary contributors to our continued growth and success.

Aegon Capital Management	HUB International HKMB Ltd.
Aurion Capital Management	Kingwest & Company
Baker & McKenzie	ManuLife Financial
Barometer Capital Management Inc.	McKinsey & Company
Beutel Goodman & Company Ltd.	Ninepoint Partners LP
BMO Global Asset Management	The North West Company
Brown Mills Klinck Prezioso LLP	Northern Trust
Burgundy Asset Management	PureFacts Financial Solutions
Caledon Capital Management	RBC Financial Group
City of Mississauga	Scotiabank Group
Connor, Clark & Lunn Financial Group	Sprucegrove Investment Management
Connor, Clark & Lunn Private Capital	Standard Life
CPP Investment Board	State Street Trust Co.
Fidelity Investments	Sun Life Financial
Foyston, Gordon & Payne Inc.	Varenne Capital Partners
Hicks Morley Hamilton Stewart Storie LLP	Vergent Asset Management LLP