



## 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.
- 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

## 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.

## CLIENT LIST

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

Aegon Capital Management	Hicks Morley Hamilton Stewart Storie LLP
Aurion Capital Management	Kingwest & Company
Baker & McKenzie	ManuLife Financial
Barometer Capital Management Inc.	McKinsey & Company
Beutel Goodman & Company Ltd.	Nestlé Canada
BMO Global Asset Management	Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS)
Burgundy Asset Management	PepsiCo Canada
Canadian Partnership Against Cancer	Philip Morris International
Children's Aid Society of Toronto	PureFacts Financial Solutions
Cisco Systems Canada	Rothman's Benson & Hedges
City of Mississauga	RBC Financial Group
Clairwood Capital Management	Scotiabank Group
Connor, Clark & Lunn Financial Group	Sprucegrove Investment Management
Connor, Clark & Lunn Private Capital	State Street Trust Co.
Covenant House	Steadyhand Investment Funds
CPP Investment Board	Sun Life Financial
Central 1 Credit Union	Symantec
Fidelity Investments	Vonage
Forrest & Company	
Frito Lay Canada	