



PRIVATE EXECUTIVE PROGRAM

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.

PRIVATE EXECUTIVE PROGRAM

DESIGNED FOR	<ul style="list-style-type: none">▪ High-Level Executives & Business Professionals who want customized one-on-one training.
OBJECTIVE	<ul style="list-style-type: none">▪ Achieve specific spoken-word communications goals based on the Executive's specific needs and requirements, through forthright consultation and coaching, and application of RHA's proven communications principles and techniques.
PRE-PROGRAM	<ul style="list-style-type: none">▪ Comprehensive 360° interviews are conducted, both written and verbal, with up to 6 designated colleagues (e.g., superiors, peers, subordinates, external colleagues), so that RHA can gain a more in-depth insight into the Executive's communication abilities and better address the Executive's specific communication needs.▪ The Executive completes a thorough pre-program assessment, both written and verbal, to candidly identify and discuss their communication history, strengths, weaknesses and goals.▪ The Executive will be interviewed by RHA to delve into the responses provided in the assessment, and determine their communication experience, routine and expectations.▪ The Executive also prepares a brief (5-minute) business presentation.
PROGRAM FORMAT	<ul style="list-style-type: none">▪ Includes five 2-hour private sessions, scheduled approximately one week apart.▪ At the first session, the Executive delivers his/her prepared business presentation, which is videotaped to serve as a baseline for building upon existing strengths. Rex will discuss the results of the 360° interviews and his appraisal of the Executive's presentation.▪ Emphasis is given to appropriate program modules to establish a firm foundation of communication principles, tools and techniques, and to build systematically upon these skills. While each session will emphasize specific key modules, there will be an ongoing link incorporated into each session integrating all modules. Training exercises reflecting your company's key corporate messages, selected business materials and issue-related role-play opportunities are also included.▪ Throughout the program, RHA provides ongoing verbal and written constructive feedback to candidly identify and discuss strengths, weaknesses and suggestions for improvement.
POST-PROGRAM	<ul style="list-style-type: none">▪ An in-depth Post-Program Report is delivered, detailing the Executive's growth and change, with specific suggestions for future opportunities.▪ RHA's commitment to each Executive does not end at the conclusion of a program. Rather, Rex encourages the Executive to contact him at any time for feedback and rehearsal opportunities to ensure individual style and ability to shine through, and the content and delivery of each message promotes an influential connection with audiences.

PRIVATE EXECUTIVE PROGRAM MODULES

DETERMINING EXISTING STRENGTHS	The Executive delivers a brief pre-rehearsed introductory business presentation, so that their current proficiency can be assessed and they can build upon existing communication strengths throughout the rest of the program.
UNDERSTANDING AN AUDIENCE	The Executive will identify and discuss criteria for determining the precise needs of an audience, to ensure all information being presented is essential and worthwhile, and it genuinely addresses the audience's specific requirements from their point-of-view.
ORGANIZING & STRUCTURING PRESENTATIONS	The Executive will learn how to methodically structure their materials in a consistent, orderly manner, using RHA's proven format. Through planning and forethought, they can highlight salient points, develop relevant connecting content, and build toward a clearly established resolution or call-to-action.
PREPARING RELEVANT, MEMORABLE MESSAGES	The Executive will systematically re-work their introductory presentations from the audience's perspective, to ensure their message is what the audience needs to know, it is delivered concisely in a way that is both interesting and beneficial to the audience.
CREATING APPROPRIATE DELIVERY TOOLS	The Executive will learn the benefits and techniques of using a concise and well structured system of delivery tools to keep them focused and connected with their audience.
EXPLORING DELIVERY TECHNIQUES	The Executive will experiment with techniques that will empower them to present in a confident, relaxed, conversational manner, and encourage a more personal connection with their audiences. This new skill set will breathe life and enthusiasm into presentations.
USING VISUALS EFFICIENTLY	The Executive will consider how to use visuals that enhance their messages, blend seamlessly into a presentation, and benefit the audience.
HANDLING QUESTIONS EFFECTIVELY	By applying the communication principles & techniques they've learned, participants will develop a comfort level during Q&As that will promote a more successful, interactive dialogue with their audience. They will also learn how communication principles apply equally to everyday, spontaneous situations.

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 four 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