

# The Pinnacle Method™

The Award-Winning Process for Influential Communication

Learn to Captivate, Influence and Communicate Like a Leader

Pinnacle Performance Company provides you, with the tools and techniques needed to become a more influential communicator. Our innovative three-step process shows you how to achieve specific reactions, captivate your audience, and communicate like a true leader.

## 3-Step Process

The Pinnacle Method focuses on three fundamentals:

- 1 **Analyze** your audience.
- 2 **Understand** the reactions/changes you want to produce.
- 3 **Modify** your delivery to achieve those reactions.

**Annual Loss**  
**\$26,041\***

Cost per year per worker due to productivity losses resulting from communications barriers.

\* SIS International Research, January 2009. Sponsored by Siemens Enterprise Communications.

## About Pinnacle Performance Company

Pinnacle Performance Company was founded by Fortune 500 executives and professional actors to mesh time-tested performance techniques with business communication skills. Utilizing the same techniques that have made actors and world leaders credible and captivating for centuries, Pinnacle's proven methods have empowered thousands of individuals across the globe, from entry-level employees to C-level executives.

**Innovation in  
Learning Award**



## Pinnacle Differentiators

### Intention-Based Communication Skills®

The same techniques that make actors and world leaders confident, persuasive, and engaging for centuries can have the same effect for anyone in the corporate arena. The Pinnacle Method ensures your audience always understands why your message is important to them.

### Detailed Focus on Delivery

We leverage extensive video analysis to dissect your communication skills through our customized, experiential training.

### 3-Stage Customization

Our design process tailors each workshop, module, and exercise to suit the specific needs of our clients. Pinnacle workshops are unique and innovative experiences packed with practical, dynamic exercises and simulations.

### Pinnacle Master Instructors

Pinnacle trainers do not freelance. Our instructors' performance backgrounds ensure they are among the most dynamic and effective in the industry today.

### Focus on Retention

Pinnacle offers a comprehensive process for retention, featuring web-based refresher tools, follow-up sessions, Virtual Coach packages, and access to The Pinnacle Learning Portal.

## Retention Tools

*"Pinnacle gets beyond the tricks and traps and helps you understand what really engages an audience."*

Dylan Taylor  
CEO  
Colliers International

### Virtual Coach

Receive private online coaching to complement your in-class education.

### Diagnostic and Development Plan

These comprehensive documents contain valuable guidance and an individual action plan for continued growth.

### Pinnacle Learning Portal

Our online component offers participants numerous exclusive resources.

### The Pin Drop Principle

The acclaimed book authored by Pinnacle co-founders, David Lewis and G. Riley Mills.

Change the way you communicate

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