



# Intention-Based Communication® Skills Training

Global • Experiential • Award-Winning

**Change the way you communicate**

# 77%

would work harder with  
better recognition<sup>1</sup>

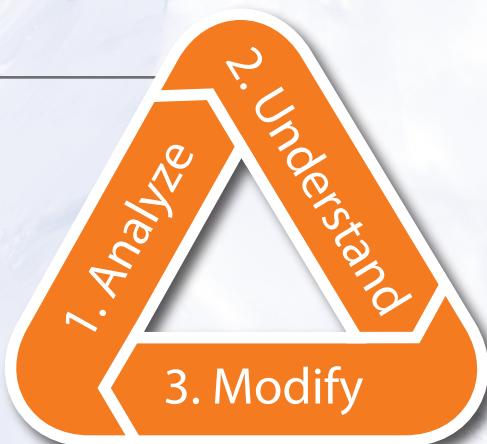
Effective communication  
can affect your bottom line

## The Pinnacle Method™

Award-winning 3-step process for  
influential communication

- **Analyze** your audience
- **Understand** your objective
- **Modify** your intention

By applying our innovative three-step  
approach to your message, you will  
instantly become a more compelling,  
effective, and confident communicator.



“Our work with Pinnacle has  
created terrific improvements in  
speech performance, confidence,  
and effectiveness in delivering  
a message.”

Craig Robbins,  
President | Client Services  
Colliers International

## Who do we train?

Pinnacle's proven methods have empowered  
thousands of individuals across the globe, from  
entry-level employees to C-level executives.

# Award-Winning



[www.facebook.com/PinnaclePerformance](http://www.facebook.com/PinnaclePerformance)

## **Who are we?**

Founded by professional actors and Fortune 500 Executives, we deliver our ground-breaking, intention-based communication® skills training to professionals all over the world.

When organizations successfully engage their employees and customers, they experience a

**240%**

boost in performance-related outcomes.<sup>4</sup>

## **What do we do?**

Through live, on-site or virtual training, we mesh time-honored performance delivery techniques with the essential communication skills needed to succeed at every level of the corporate arena.

## **How are we different?**

**Intention-Based  
Communication®  
Skills**

**Detailed Focus  
on Delivery**

**3-Stage  
Customization**

**No Freelance  
Instructors**

**Extensive  
Retention Tools**

**Experiential**

# High-End, High-Impact Communication Skills

## What is Intention?

Intention is the purpose and emotion behind your message. The key to influencing your audience is to ensure you have a strong intention and your delivery is congruent with that intention.

Companies that communicate most effectively are over

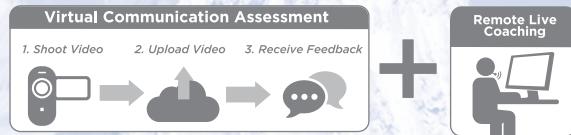
**50%**

more likely to report turnover levels below the industry average.<sup>2</sup>

## Virtual Coach™

Virtual Coach weds the convenience of modern technology with our innovative approach to communication, allowing you to remotely assess and develop presentation and communication skills.

Virtual Coach is a best-in-class pre and post-training support tool.



## Diagnostic and Development Plans

These comprehensive, post-training reports contain valuable analysis and a customized action plan to be used with the Pinnacle Learning Portal.



# Global



@pinnacletweets

## Core Building Blocks

- First Impressions
- The Pinnacle Method™
- Projecting a Confident Presence
- Face, Base, and Pace
- Intention and Objective

The Pinnacle building blocks are used to create your customized, experiential workshop.

## Auxiliary Building Blocks

- Active Listening
- Being Assertive
- Building Business Relationships
- Communicating Across Cultures
- Controlling a Challenging Audience
- Co-Facilitating and Team Teaching
- Crafting Your Presentations
- Customer Service Communication
- Difficult Conversations
- Effective Storytelling
- Effective Telephone Communication
- Executive Presence
- Facilitating Effective Meetings
- Gestures and Movement
- Handling Tough Questions
- Impromptu Speaking
- Leading Your Team Through Change
- Master Introductions
- Master Presentations
- Media Training
- Negotiating Basics
- Overcoming Stage Fright
- Positioning Statement/Elevator Pitch
- Virtual Communication
- Vocal Dynamics
- Plus many more

Executive presence accounts for  
**26%** of what it takes to get promoted.<sup>3</sup>

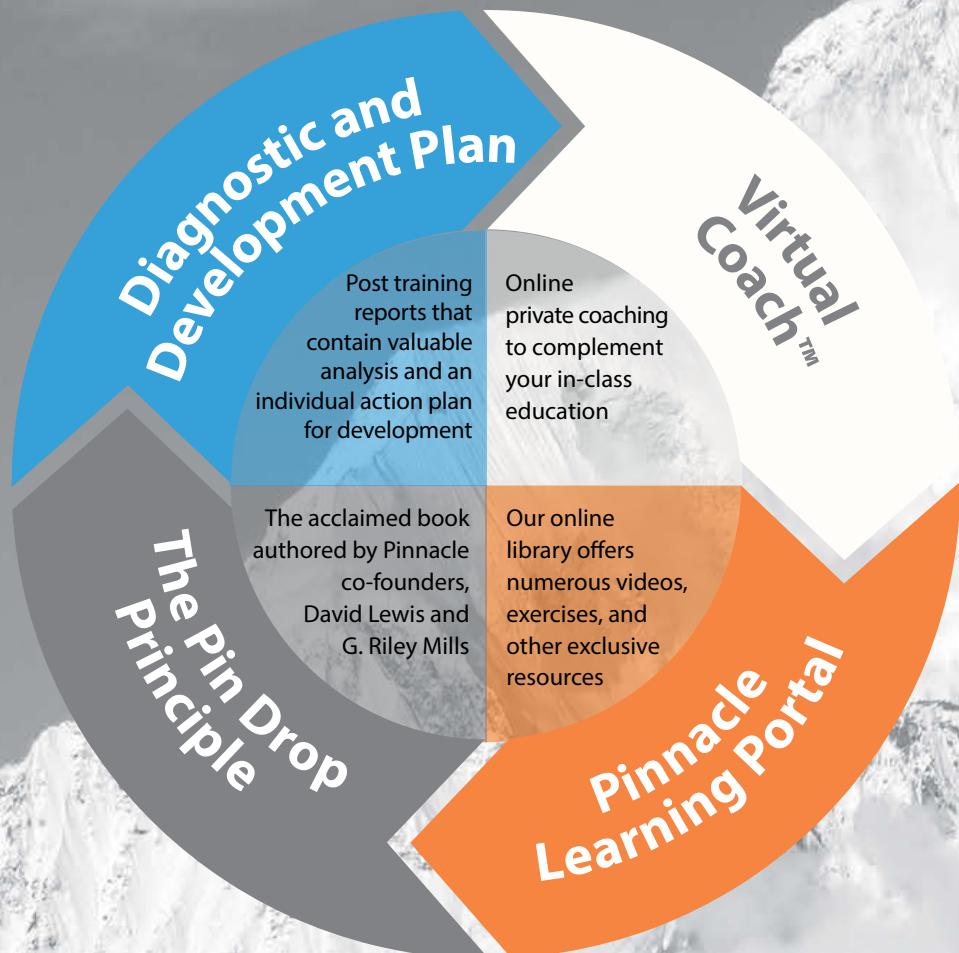
## Communication and Presence Assessments

Communication And Presence (CAP) Assessments are detailed reports analyzing and comparing individuals based on their communication skills, executive presence, and engagement - predictors of leadership and communication success.



pinnacle-performance-company

# Retention Tools



[www.pinper.com](http://www.pinper.com)

**Pinnacle Performance Company**

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<sup>1</sup> Globoforce, Globoforce Workforce Mood Tracker, The September 2011 Report

<sup>2</sup> Connecting Organizational Communication to Financial Performance – 2003/2004 Communication ROI Study, (2003). Watson Wyatt & Company, 3 November 2003

<sup>3</sup> Center for talent innovation - <http://www.talentinnovation.org>

<sup>4</sup> 2013 State of the America Workplace Report: Gallup