

# Presenting Up the Food Chain

## Advanced Presentation Skills for Leadership Development

**SPEAKER: Marianne Fleischer**

Corporate Communications Consultant  
Fleischer Communications

March 11, 2010, 6-9pm, Millbrae, CA

(Registration, directions, details @ [www.projmgr.org](http://www.projmgr.org))

Project Managers can be rock solid—even brilliant—at their responsibilities. Yet even the best can be thrown off by public speaking challenges. Project Managers present to Portfolio Review Committees, corporate partners, and Boards of Directors. They represent the project to external experts, patient advocacy groups and functional area committees. Candidly, **Presentation Skills** can propel --or derail a career: Deals die. Projects disintegrate. Reputations tarnish. Opportunities evaporate.

Presenting—especially bad news to senior management--can be a minefield of vested interests, unrealistic expectations, and shooting the messenger. It can be a frustrating exercise jockeying for roles with your Project Leader, being left out of closed door strategy sessions, or even competing with Blackberries for audience attention. If you are perceived as someone who can't represent the project, you may find yourself heading back down the food chain.

Project Managers are expected to demonstrate excellent communication skills in these challenges. Yet PMs often don't get advanced communication training.

**Speaker Marianne Fleischer** is a Corporate Communications Consultant to Genentech, Amgen, Kaiser, UCSF and Fortune 500 firms (Apple, Sony, Schwab, etc.). Ms. Fleischer will share best practices from 20+years of being a speechwriter, speech coach, writer-at-large, and consulting in Marketing, Corporate and Executive Communications. Prior to business, Ms. Fleischer was a newscaster and TV writer-producer, locally at KRON-TV, KPIX-TV and KQED-TV. Her presentation will help PMs *Create Key Narratives, Stay Cool under Fire, Write for the Spoken Word, and Influence without Authority*. She'll close with a spirited interactive challenge of "WHAT IF" scenarios— to help Project Managers speak on their feet. Join us March 11 to polish those moments when every PM must step up—as the lead communicator bridging the benchtop and Boardroom.

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