

HOW CENTER STAGE IMPROVES EXECUTIVE DEVELOPMENT



Executive Development ranks among the top three reasons firms invest in Center Stage. The ability to speak effectively is critical to success. As all students of Sir Winston Churchill know, speaking skills are not a one-time-and-done activity, but a life-long process of continuous improvement. Center Stage provides a powerful platform any executive can use to expand and refine effectiveness. The Center Stage principles are timeless. The application of those skills is what will evolve over time.

EXAMPLE

Minutes after he completed Center Stage with his top team, the new CEO of a multi-billion health care company arrived home to find his yard covered with reporters. A rumored workers strike that could affect millions of people was the reason. The executive's off-the-cuff responses to reporter questions were so reassuring that the strike was averted once he appeared on national news.

Few, except an inner circle knew this man had previously struggled to communicate compassion and empathy.

CENTER STAGE TIP

Expressing emotions appropriately in a business context baffles even the best of people. This need not be as mysterious or unpredictable as many assume. Although this is a big topic in Center Stage, one helpful idea is learning how to exhale while speaking to balance stress hormones in highly charged situations.