

The Influence Meeting Method: Training Overview

After training more than a thousand people with communication skills, and pitching thousands of story ideas in news meetings, Jaeny Baik has developed the “S-H-I-F-T System.” This 5 step system leverages the mental, emotional, and physical energies required to influence small audiences. From one-on-one conversations, to stakeholder meetings, these presentation skills are essential to pitch one’s ideas with confidence and persuasion.

This is not public speaking training. This is persuasive pitch training, a high level of specialized training which is difficult to find. These pitches are given in intimate settings, not in front of a crowd. Scenarios:

- entrepreneurs pitching their business to investors
- creative professionals pitching new ideas and services to a client
- younger (millennial) employees pitching their opinions to a senior colleagues / clients
- business owners pitching their story to the media

Jaeny Baik Media Inc is well positioned to provide this training as pitching skills are similar to video communication skills. Elements such as body language, tone, and understanding the client’s perspective, are transferable. Video is an intimate medium and when executed correctly, video correspondence is most similar to one-on-one conversations. We are now bringing Jaeny Baik’s expertise to bear on stakeholder conversations. Trainees find themselves in these situations daily, without receiving any formal training in how to better execute and pitch their ideas.

Delivery Method:

The Influence Meeting Method is 2 days of live training, with a 2 week break in between training days to complete homework assignments. By the end of this program, participants will:

- Implement new methods to build self-confidence, with the understanding that “preparation breeds confidence”
- Create stronger first impressions with enhancements to their verbal and non-verbal communications
- Connect to stakeholders in client meetings with practical strategies to read the room, re-group the room, and respond to questions on the fly

Learning Objectives:

To confidently align one's ideas with stakeholder priorities.

To SHIFT to a positive mindset by understanding key concepts on how to connect to stakeholders, while connecting to oneself (e.g. Validation Gap, Perceived Perception Gap.)

To establish a pre-performance ritual (BBM) before heading into meetings which includes breath work, connecting to one's body and reducing anxiety with emotional visualization.

To experience the energy output required to persuade others to agree with your ideas, and new techniques to persuasively express through body and language

To recite by memory and rehearse Jaeny's signature "SHEEE" style of emotional expression, using body language to establish trust (eye contact, hand movements, etc.)

An understanding of higher-level performance techniques such as voice / tone, active listening, and the imperative technique to re-group attention.

Course Content:

Training Day 1:

Classroom training: 7 hours

Learning outcome: Participants comprehend the first 4 steps of the SHIFT System to influence people and meetings. Trainees put these ideas into reality by persuasively pitching a two-minute idea to their classmates.

S - Stage Your Success

- Step by step process to prepare for meetings
 - shift to client perspective (What is their problem? How can you position your idea to solve their problem? Where can you both agree?)
 - rehearse out loud
 - #1 key objective (less is more)

H - Hone Your Hutzpah / Chutzpah

- Positive Mindset
 - BBM ritual (Body, Breathe, Mood)
 - personal saying (acknowledge the fear of rejection, while focusing on positive outcome)

-SHEEE for emotional expression (smile, hands, eye contact, energy, end strong)

I - Intimacy (Into Me See)

-Building rapport

-maintaining eye contact (exercise to feel discomfort of prolonged eye contact)

-validation gap (building up a sense of internal validation)

-perceived perception gap (ideal self vs actual self, personal progress, not perfection)

F - First Impressions

-Verbal and Non-Verbal communication

-filler words (replacing “um” with silence, the power is in the pause. etc.)

-high rising terminal (sounds like a question vs a statement)

-tone (speaking from diaphragm vs throat, tone variation)

-body language (fidgeting hands, skewed weight distribution, sunken chest, etc.)

At the end of the day, all trainees are recorded executing a persuasive, 2 minute pitch to the class while being assessed. They receive feedback from their peers and the instructor on how they can improve and the areas where they were strong. Watching their peers pitch persuasively is in turn a valuable learning process for thinking critically about this type of communication and experiencing its effect when successful.

Customized homework assignments are given complete during the 2 week break, based on individualized assessments. All trainees are required to re-write, memorize and rehearse their pitch 10 times with the focus to improve in 3 areas (eg. posture, quiet hands, reduce “high rising terminal.”) Participants are required to record and email one video to instructor prior to training day 2.

Training Day 2:

Classroom training: 7 hours

Learning outcome:

After practicing their pitches for 2 weeks, participants deeply understand the first 4 steps of the SHIFT System on an experiential level. At least 3 focus areas have shifted and are newly ingrained in their muscle memory. Two new focus areas are now introduced, based on individual assessments. Trainees can assess a pitch and break down its strengths and weaknesses. They also comprehend the final step “T” in the S-H-I-F-T System, with a review to smoothly execute all five steps in their persuasive pitching.

Post rehearsal videos are reviewed. The pitch written content and delivery is assessed by classroom. If individual’s 3 focus areas are mastered, then another 2 focus areas are assigned for rehearsal in small groups. The first 4 steps in the S-H-I-F-T system are reviewed to ensure comprehension and answer any questions. Then the fifth step is taught.

T - Troubleshooting

-Thinking on feet

- active listening (sentence stems so client feels heard, used as a technique to stall for more time)
- power is in the pause (exercise to build comfort level for silence)
- Regrouping with the imperative technique (choose your most natural phrase from list on handout, and practice using it)

At the end of the day, trainees are recorded executing a persuasive, 2 minute pitch to the class. Afterward, their “baseline” pitch video from the beginning of day 1 is played. Participant is recognized for their areas of focused improvement.

Assessment Methods:

Participants complete a self-assessment, are assessed by their peers and recorded on video on day one to record their “baseline” communication skills. After homework assignments are completed, participants are recorded again on day two of training, assessed by their peers and complete a self-assessment.

The in-person training offers an opportunity to engage with the instructor, to ensure understanding of the material covered.

Course Details:

Program Run Time: 2 days x 7 hours per day = 14 hours total course time
(1st training day, 2 week break for homework, 2nd training day)

Course Capacity: Minimum 3 participants to a maximum of 20 participants

Program Dates: TBD (August - September 2016)

Program Location: TBD (depending on client)

Program Investment: \$10,000 per group (\$5,000 per day)

About Jaeny Baik, The Influence Meeting Method Creator and Trainer:

Jaeny transforms people from “zero to hero” with communication skills. She has worked almost 20 years in media, including a decade as an award-winning reporter / TV host for the Canadian Broadcasting Corporation. Today, Jaeny helps entrepreneurs / professionals confidently pitch their ideas, express their opinions and share their expertise. As the 2012 winner of “The Pitch,” a national competition hosted by WeConnect Canada, Jaeny has taught entrepreneurs across the globe on how to pitch their business. Participants walk away with a



stronger ability to speak persuasively in various mediums, including videos and one-on-one interactions.

As an in-demand speaker, her dynamic energy has lit up conference stages coast to coast across North America, including her TEDx talk in Toronto. The Jaeny Baik Media Inc. team trains high-stakes communication skills, produces online videos and crafts pitches with punchy authenticity.

<http://www.JaenyBaik.com>