

Nancy Buffington



NANCY BUFFINGTON LLC

WORKSHOPS & TRAININGS

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COMMUNICATIONS TRAINING LEADERSHIP & BUSINESS

communicating as an executive

The executive communicates daily in a range of contexts, and her/his words and delivery have significant, wide-ranging impact. This workshop offers strategic and tactical communications support that leads to consistent, impactful messaging. Learn how to create effective (and efficient) messaging, how to approach every communication as an extension of your personal and company brand, and how to adapt to what various audiences need and expect from their leaders. Optional follow-up sessions include roleplays, in-depth supplemental exercises, short presentations by attendees and individualized coaching.

the keys to leadership presence

Drawing on the work of psychologist Amy Cuddy, this workshop begins with the leader's mindset, then moves to understanding and experiencing the leader's body language, use of space, and use of voice. Overview of key concepts and new research, with a range of interactive exercises.

presenting to executives

Presenting to executives means high stakes and, for many, nerves. This workshop guides attendees through everything they need—content, slide design, delivery and navigating Q&A—to ensure stellar performances in front of executive audiences. Can be delivered as one session or (for best results) as a series to support participants throughout the preparation process. Most effective when combined with personalized coaching and hands-on support which may include review of slides and guided rehearsals.

presentation skills for women leaders

Best practices for developing an effective leadership presence, with special attention to issues many women leaders face: negative self-talk, imposter syndrome, body issues and voice. Overview of principles and interactive exercises; longer workshops support participants as they create and share a short talk.

storytelling for business

When it comes to getting your audience to really connect with you and remember your message, a story wins every time. But how do you tell an engaging story? And which one do you tell? In this interactive workshop, you'll learn why stories work, how to craft stories that resonate, and how to create a "story culture" in your organization. Come ready to absorb, create, tell stories, laugh and maybe even cry!

aligning your team with your company brand

A company has a brand, but its employees are walking, talking reflections of that brand as they interact with others, inside and outside the company. This lively session guides participants through a deep dive into the power of personal branding. The big takeaway? A personalized action plan that lets each individual retain their uniqueness as they align their communications (verbal and non-verbal) and actions with their company brand.



All of the presentations went extremely well! Our executive team was very impressed and have already started to inquire about how we can start using the ideas presented—score!!!

CORPORATE TRAINING COORDINATOR



**All trainings listed here are also available
as one-on-one coaching sessions.**

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COMMUNICATIONS TRAINING MIND & BODY

no sweat: overcoming public speaking anxiety

Down-to-earth approaches to working through people's most common fear. An overview of the science and psychology of fear, and a hands-on, holistic approach to managing performance anxiety that incorporates psychology, body awareness and a host of practical tips.

powerful self-talk

The science and psychology of self-talk has incredible power over our happiness, behavior and performance. I'll share an overview of the newest techniques and exercises to transform negative thinking into positive, powerful self-talk that leads to your best performance.

the body language toolkit

A head-to-toe overview of body language—its effect on us as speakers, and its effect on our audiences. Fun and active/interactive, playing with body language in both casual conversation and public speaking, seated and standing.

the authentic speaker

Audiences today demand authenticity in their speakers. But what does that really mean, what does it look like, and how can we get there? Approaches based on the work of Amy Cuddy and Nick Morgan involve new ways of thinking about your audience and your role as a speaker, and a different way of preparing mentally and physically. Full of new material and original exercises to help you access and share your authentic speaker-self.



Nancy is one of those rare human beings that you work with once and know within minutes you'll always turn to as a trusted mentor, strategic coach and long-term friend. She has the uncanny ability to bring out the best you have to offer by tapping into your innate strengths and passions, and helping you use them to connect with an audience through engaging story and radical authenticity. I turn to her exercises and coaching tips to mentally prepare myself for every speaking engagement and interview, and I owe the level of confidence and comfort I now enjoy in front of a crowd to her personalized coaching.

CHERIE HOEGER | Co-Founder, Saalt

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COMMUNICATIONS TRAINING SPECIAL TOPICS

go team! best practices for group presentations

Group presentations are common, but they can be challenging. Who does and says what? Who stands where? How do we share a mic and clicker? Learn best practices for project development and presentation: developing team guidelines, assigning roles, creating cohesive content together, and choreographing the numerous details that come along with group presentations. Recommended follow-up includes group coaching and group rehearsals.

connecting the dots: create your strategic communications plan

For communications teams and leaders who focus on communication. Using your company's strategic plan as a springboard, we create a cohesive set of communication goals, action items and metrics. Can be developed for a time span that parallels your strategic plan of 1, 3 or 5 years.

play to win: innovation and creativity for a healthy team and a thriving business

Businesses don't get anywhere in this fast-paced market without innovation, but many employees had their creativity stifled by the time they finished middle school. This fun and oh-so-important "playshop" shares the latest in innovation research; it features a range of exercises to boost out-of-the-box thinking, and an option for an original card-based improvisation game I developed.

speaking from your mind, body and heart

For speakers who don't like traditional/corporate approaches to public speaking but still want rich, substantive training. A reframing of traditional communication principles which emphasizes connection, authenticity and mind-body connection. A range of original exercises helps participants experience the transformative potential of a new way of speaking.



Nancy gets it. She asks all the right questions, listens intently and provides spot-on guidance on achieving your public speaking and business goals. She is a true leader, taking the time to understand her clients so that they can achieve real results. She has mastered the art of breaking through the fears associated with public speaking, driving her clients to their true voice. I'm so grateful to know and work with her!

LAUREN LEE | Founder, Inner Rebel

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