



One-on-One Speaking and Presentation Coaching

Michael Kerr Delivers Proven Results

Michael Offers In-depth Coaching Services To . . .

- ✓ Experienced professional speakers
- ✓ Emerging speakers just entering the business
- ✓ Executive speakers who want to make a great impact every time they present

Why Michael Kerr?

Because he knows his stuff, he's very fun to work with, and most importantly, he gets results based on his extensive experience:

- Michael has been coaching and training speakers since 1988, so he has a long track record of helping speakers at every level of experience succeed.
- He is a Certified Speaking Professional and one of only 24 speakers in Canada to have been inducted into the Canadian Speaking Hall of Fame.
- For the last five years Michael has been listed as one of Canada's most-requested keynote speakers.
- As a keynote speaker and business trainer, Michael has travelled the world speaking to a wide variety of audiences, ranging in size from five to 3,000.
- Michael's testimonials reflect a proven track record. Michael often gets the highest rating of any speaker at the conferences he speaks at.

But what Michael truly excels at is his ability to take his depth of experience and wisdom to help take his clients' speaking skills, presentation messages, ideas and content to a whole new level of success.

“ I've worked with Michael off and on for close to five years now. His incredible business sense, creativity and humour has helped me take several of my programs, videos and other products to a whole new level. He has an amazing ability to see things that others can't, to find humour in the unlikeliest of situations, and to develop ideas and concepts that resonate with my clients. ”

Martin Lesperance,
Safety Health Publishing and Professional
Safety Speaker

For less stress and more success
Humour at Work

t: 1.866.609.2640 | 403.609.2640

mike@mikekerr.com

www.HumouratWork.com

Michael Can Help You With. . .

- ✓ Developing your speaking business (if you are a new speaker) or helping experienced speakers grow their business with new ideas, markets, strategies and products.
- ✓ Honing your speaking topics and developing new ideas and spinoff topics to help make your presentations more relevant and marketable to your clients.
- ✓ Developing products that will help you market your business and diversify your revenue stream.
- ✓ All aspects of speaker marketing: website development, creating a great demo video and speaking kit, working with professional speaker bureaus and meeting planners, using social media and writing to market your presentations effectively.
- ✓ Researching new ideas and finding unusual sources for content.
- ✓ Structuring and editing your presentations for maximum impact.
- ✓ Effectively adding humor to make your presentation as memorable as possible without sacrificing content (an area Michael excels at).
- ✓ Turning your messages and content into compelling stories and delivering those stories for maximum effectiveness.
- ✓ Delivering your presentation like a true pro from start to finish, including: crafting a great introduction, pace and timing, vocal inflection, managing nerves, gestures and body language, handling interruptions, managing questions, and facilitating group dynamics.

Of course, you may only need help in two or three of these areas, so Michael will work with you to outline where you most need help and what you most want to focus your time and energy on.

“ Working with Michael Kerr is like having an entire business master-mind group in your back pocket. Michael is a mentor not only for my professional speaking skills but a one man “think-tank” for my business overall. He is an innovator and sees things in a fresh, savvy and humorous way. I initially hired Michael to help me inject humor into my messages and to help me with my professional speaking skills and keynotes. I got this and so much more! Not only is he known as the “Workplace Energizer!” I would consider him the “Professional Speaker Energizer!”. The first day we worked together I asked him what he thought was funny about the field of health and nutrition – he emailed me a two-page document that just came off the top of his head!

The return on investment was seen right away. I have a more entertaining, organized keynote with a system for structure that I can continue to work with for years to come. I also have enhanced marketing materials and positioning that has led to better client bookings. Since Michael is like a Google search engine for ideas and out-of-the-box thinking, I continue to seek his professional perspective for my speaking services as well as other aspects of my consulting business. ”

Andrea Holwegner BSc, RD, “The Chocoholic Nutritionist™, President & Professional Speaker, Health Stand Nutrition Consulting Inc.

How the Coaching Process Works

That largely depends on you, but here are a few options:

1. A free 30-minute introductory phone call, or face-to-face meeting over coffee, when feasible. The goal here is to introduce ourselves and give you the opportunity to share where you are in your speaking career, what you feel you need help with, and ensure there is a good match between you and Michael. If not, Michael will refer other coaches or resources to you.
2. If you work with Michael, then Michael will provide you with a questionnaire to help him get a more detailed sense of where you are in your career and where you need help the most. The questionnaire is an important part of the coaching process: going through the exercise of answering the questions forces you to focus on your business and what you need in order to succeed.

Michael will also ask for any relevant marketing materials, web site information, and video recordings, so he can get acquainted with your work.
3. There are several options for the actual coaching sessions:

Visit Michael in his beautiful home town of Canmore, Alberta in the Canadian Rockies. You'll have one-on-one attention in a truly inspiring environment (and heck, why not add an extra day or two to take in the beautiful scenery, go hiking, mountain biking, or skiing?).

Michael can fly to you. Although this is a more expensive option, some clients prefer that Michael travel to them.

Video calls, phone, and e-mail coaching. Though not as effective as face-to-face sessions, this is always an option, particularly for follow-up work.

“ You have a unique ability to inspire confidence and foster significant improvements in people’s presentation skills at any level of ability. ”

Mary Dalman,
Communications Manager,
Parks Canada

“ Thank-you for the personal coaching services you provided me while I created and established my latest business enterprise, “Textman Writing Workshops.” As I look back, I know I would not have been able to get the business off the ground without your coaching and expertise. You were there for me from inception to implementation. Whether you were providing me with creative ideas on how to grow and start the business; coaching me on the finer points of group presentation; or calling upon your wealth of knowledge to help me define my markets, I could count on you. With that in mind, I heartily recommend you to anyone who finds themselves in need of your coaching services. Given your wealth of expertise, your easygoing style, and your uncanny ability to make learning fun, I know anyone who uses your services will find themselves much better for it. ”

Michael Vlessides,
President, Textman Writing Seminars

Group Coaching Options

Michael also facilitates group coaching sessions for as many as six speakers. You'll not only get Michael's focused attention, but you'll also benefit from the experiences, missteps, and wisdom of everyone in the session.

Speaker Retreats

Michael occasionally hosts speaker retreats for a limited number of speakers in beautiful, inspiring locations. So if you're looking for an excuse to head away somewhere slightly exotic and want to bolster your career at the same time, ask us about upcoming events.

Coaching Follow-Up

Michael will be happy to discuss various options to continue working together well after your initial session(s). This might include a retainer fee to access Michael's wisdom and feedback on an on-going, as-needed basis, or a package of regularly scheduled sessions to assist you with your progress.

.....

Questions?

We'd love to hear from you. If you have any questions about the process please drop Michael an e-mail at: info@mikekerr.com or phone his office at **1.866.609.2640** (North America only) or **1.403.609.2640**.

“ I've paid thousands of dollars to professional speaking coaches over the years. Michael Kerr was by far THE BEST at injecting even more humour into my most popular keynote. The direct result was my bookings immediately increased. ”

Jeff Mowatt, CSP, Former National President,
Canadian Association for Professional Speakers

“ Michael did a phenomenal job helping me refocus and restructure my business presentation to make it more concise and ultimately much more impactful and persuasive. ”

David Huggill,
Corporate Sustainability Specialist, AltaLink

“ Amazing! Michael Kerr offers an unbelievable opportunity to learn and grow as a speaker – the competitive advantage I have gained has proven to be extremely beneficial. His creativity, brilliance and zest for life are an ongoing inspiration, and for that I am forever grateful. ”

CoraMarie Clark,
Tooth Fairy Children's Foundation