



The New Articulate Executive: Look, Act and Sound Like a Leader

Granville Toogood

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The Classic Guide to Business Communications . . . Updated for a New Generation of Media-Savvy Leaders

Even with the latest high-tech tools and communication options, the simple truth is this: You need to look, act, and sound like a leader to succeed in today's world. According to top executive coach Granville Toogood, "Wonderful things happen when people talk face-to- face." His proven secrets of professional speaking give you the power and confidence to command any audience--in any situation?and get results.

"An indispensable tool for executive success." -- Zbigniew Brzezinski, Robert E. Osgood Professor of American foreign policy at Johns Hopkins University's School of Advanced International Studies

"Granville Toogood is a brilliant communicator and teacher who has made world-class communicators out of our people." -- Michael Koffler, Chairman, Young President's Organization

"The beauty of Granville Toogood's method is how simple it is to implement." -- Scudder Fowler, CEO, The Liminal Group

"Granville Toogood is a transformational teacher and coach. His new book is a must read for anyone hoping to effectively engage an audience or lead organizations." -- Sean Geehan, President, The Geehan Group

"Makes the capable business person more capable, more successful, and definitely more confident." -- Martha Stewart

Corporate coach Granville Toogood has trained some of the biggest names in business today--including 38 top executives in the Fortune 50--and his bestselling book, *The Articulate Executive*, has become the gold standard when it comes to public speaking and corporate communications.

This all-new edition provides you with the most powerful speaking tools and techniques from Toogood's acclaimed workshops--so you can look, act, and sound like a leader in any situation.

Using his proven step-by-step system, you can:

- Position yourself as a leader in your industry.
- Command any venue and compel any audience.
- Use the "8-second rule" to make a strong first impression.
- Speak with the confidence of a CEO.
- Outperform in any presentation.

Whether you are giving a speech, making a presentation, conducting a meeting, or simply talking one-on-one, these tried-and-true communication techniques are guaranteed to help you step up your game and speak like a pro.

The book is filled with easy-to-use checklists and essential tips to help you organize your thoughts and

deliver your message--with confidence, style, and great success. In addition, you'll learn how to master high-tech tools such as PowerPoint and deck presentations, how to deal with Q&A sessions and media interviews, and how to write winning corporate communications that really do the job.

Remember: In today's competitive market nothing is more important than how you present yourself and your company--and no book is more informative and powerful at this--than Granville Toogood's *The New Articulate Executive*.

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