

BOB BROWN | *Presentation & Coaching Excellence for  
Star Performance*

Every manager—every executive knows the importance of great presentations—they make their message come alive, enhance learning and boost morale.

And—every manager also knows the impact of effective coaching—how it “turns talent into performance,” builds guest and employee loyalty and brings dollars to the bottom line. Yet—these two competencies are two of the most intriguing and difficult to master. Join Bob Brown, one of the nation’s top-rated hospitality speakers and trainers.

You will learn:

- **The Ten Ingredients of a Dynamite Presentation**
- **The Seven Steps of Running a Magnificent Pre-Shift**
- **Casting for Star Performance**
- **Six Coaching Strategies for Star Performance**
- **The Art of the Coaching Conversation**