

PRESENTATION & COMMUNICATION COACHING

Strong ideas deserve clear communication.

Presentation coaching helps professionals turn expertise into communication people can understand, remember, and use.

TED-Style & Short-Form Talk Coaching

The emphasis is not on performing a formula. It is on finding the central idea, shaping a coherent story, making complex material understandable, and delivering it with confidence and authenticity.

For TED-style and other short-form talks, the work centers on one worthwhile idea rather than a résumé, lecture, or data dump. Coaching can include concept development, story selection, structure, script refinement, timing, rehearsal, and delivery. The goal is a memorable talk that sounds like the speaker—not like a template.

One-to-One Speaker Coaching

- Clarify the central idea and desired audience takeaway
- Restructure content for logic, flow, and impact
- Turn technical or complex material into understandable language
- Strengthen openings, transitions, stories, and conclusions
- Decide what to remove—not just what to add
- Improve pacing, presence, voice, and audience connection
- Develop slides that support rather than compete with the speaker
- Prepare for questions and high-stakes moments
- Rehearse with specific, practical feedback
- Adapt content for different audiences and time limits

Organizational Offerings

SPEAKER LAB

Small-group coaching in which participants develop, rehearse, and strengthen real presentations.

COMMUNICATING COMPLEX INFORMATION CLEARLY

A workshop for scientists, healthcare professionals, technical experts, and leaders who need to make complicated information understandable without making it simplistic.

PRESENTATION SKILLS THAT RESPECT THE AUDIENCE

Content, structure, slides, delivery, and rehearsal—with the audience's needs at the center.

EXECUTIVE / HIGH-STAKES PRESENTATION PREPARATION

Focused preparation for important briefings, panels, keynotes, interviews, or leadership presentations.

Relevant Experience

Susan's communication career spans marketing and advertising, award-winning broadcast writing and production, nursing education, public-health communication, large-scale presentations, executive-level work, and coaching speakers and organizations to improve both content and delivery.

Recommended Engagement Models

- Single 75-minute presentation consultation
- Three-session talk development package
- Concept-to-rehearsal coaching for a keynote or short-form talk
- 60–90 minute workshop
- Half-day customized speaker lab
- Organizational coaching package for multiple presenters

Formats & Fees

Offering	Format	Fees
Individual coaching/support	60-minute session or 3-session engagement	Discuss during introductory call
Family decision conversation	75–90 minutes when appropriate	Custom quote
Workshop / organization	60–90 minutes; half-day option	Custom quote

Fees and format are discussed during the complimentary introductory conversation.

Professional Scope & Referral

Presentation coaching is educational and developmental. Today Transitions does not guarantee selection for TED, TEDx, conferences, media appearances, promotion, funding, or any other outcome.

When a client's needs require psychotherapy, psychiatric treatment, medical diagnosis or treatment, legal advice, financial advice, or crisis services, Today Transitions will encourage the client to work with the appropriate licensed or qualified professional.

Knowing What Works

Know what you want them to remember. Then make every minute earn its place.