

Telling it Like a Topgun by *Engineering the Talk*®

To Engineer (v): "To skillfully or artfully arrange for a situation to occur."

Talk (n): "A way of speaking."

Intended Outcome

Learning how to design and deliver compelling oral presentations.

Whether your presentation is primarily informative or highly competitive, learning to powerfully speak narratives is an essential career skill. We have coupled a scientifically-proven, academic framework with opportunities to practice delivery techniques, constructively critiqued in real-time.

Intended Audience

Any role that periodically requires speaking to an audience from six to six hundred.

This includes the following widely-diversified purposes:

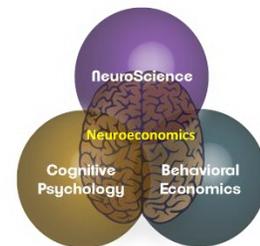
- Sales and Business Development professionals presenting a fully qualified offer.
- Engineer presenting at a technical symposium.
- Operations Manager requesting capital equipment investment.
- Product Line Manager requesting product development (R&D) funds.
- Marketing presentation at a tradeshow.
- Program Manager program review.
- Engineer design review.
- Competitive "orals" as part of a formal procurement activity.

Our Uncommon Framework

Leveraging "Neuroeconomics," which is the intersection of:

- **Neuroscience:** How the brain is organized and functions.
- **Cognitive Psychology:** Attention, memory and use of language.
- **Behavioral Economics:** Decision making under risk and uncertainty.

... with tips and techniques taught at the U.S. Navy's Topgun School that have been practiced and refined by the "best of the best" for delivery to some of the most accomplished aircrew in the world ***to help them literally survive in high-consequence situations*** for nearly fifty years.



Why this framework?

It works.

Our founder has used this framework for more than three decades, in front of audiences from six to six hundred, from vocational to master's degree-level, for an internationally recognized non-profit to an accredited university, as an invited speaker to countries on five continents. Thousands of written critiques certify both the informative and entertainment value of nearly every presentation. Our claim is that using this framework makes even the driest of subjects educational, impactful and more memorable.

Source Materials

Appropriating the works of accomplished thinkers for pragmatic situations.

- Dr. Fernando Flores: “Conversations for Action: Instilling a culture of commitment in working relationships.”
- Gloria Flores: “Learning to Learn and the Navigation of Moods”
- Simon Sinek: “Start With Why”
- Oren Klaff: “Pitch Anything”
- Dr. Frank Luntz: “Words that Work: It’s not what you say, it’s what people hear.”

Proven Instructional Technique

Satisfied participants Fortune 250 and other organizations:

- ***“Great critique of existing presentations which will help us to improve.” – Director of Programs***
- ***“Most informative of any course taken to date.” – Government Civilian, GS-13***
- ***“Unique style very effective in holding my attention and interest throughout.” – Director of BD***

Sample of the Training Modules

- Accurately defining your presentation’s purpose.
- Revisiting ***Freytag’s Pyramid*** to properly organize the presentation.
- Employing ***brain chemistry*** to connect with your audience.
- Using ***Simon Sinek’s Golden Circle*** to uncover your “center of gravity.”
- Understanding visual perception to ***prevent eye fatigue***.
- ***Orchestrating moods*** – of the Environment, the Listener and Yourself.
- Using Topgun’s “Murder Board” ***practice for powerful critiquing***.
- Catering to the ***four predominate behavior types***.
- ***Practical, tailored group and individual exercises.***

Delivery Options

- 1- or 2-day seminar
- Dedicated, one-on-one tutoring for highly strategic performances.
- Performance support webinars to enhance retention and accelerate skill acquisition.

Artifacts

- Participant manual / notetaking guide (Included).
- Mastermind Mandala™
- Textbook: “Pitch Anything” by Oren Klaff (Included).

Founder / Educator



Jeff Goldfinger

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- Led or consulted on teams that have won \$1.35Bn+ of new business
- 82% competitive win rate (more than twice the industry average)
- Internationally recognized public speaker
- Business Unit Lead, Business Development, ITAR Sales, Capture Manager, Program Manager
- Veteran, Naval Flight Officer
- Commercial pilot SEL, instrument rating