



The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

Carmine Gallo

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Carmine Gallo is a presentation and communication skills coach for the world's most admired brands. He has trained executives from such notable companies as Intel, Hyundai, Chase, Clorox, IBM, Nokia, Raytheon, and The Home Depot; transforming them into outstanding presenters. In *The Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience*, Gallo has mapped out a ready-to-use framework to help you plan, deliver, and refine the best presentation of your life. Now you can learn the exact techniques that have made Steve Jobs the most captivating communicator on the world stage. Jobs electrifies his audiences with incomparable style and showmanship, not just conveying information; instead he tells a story, paints a picture, and shares a vision. You will leave the presentation with valuable takeaways that you can adopt immediately.



Carmine Gallo, a former Emmy award-winning television anchor and business journalist for CNN, CNET, CBS, Fox, NBC, and TechTV; now writes a column for Businessweek.com. Gallo takes a journalist's approach to his material, interviewing leaders, entrepreneurs, and educators to learn more about their communication skills. His books include *10 Simple Secrets of the*

World's Greatest Business Communicators, *Fire Them Up! 7 Simple Secrets to Inspire Colleagues...*, and *The Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of*

Any Audience. Gallo holds a Bachelor's degree in Political Science from UCLA and a Master's degree in Broadcast Journalism from Northwestern University.

Leadership Competencies

Gain skills and enhance the following capabilities:

PEOPLE LEADERSHIP

- **Self Development:** Is personally committed to and actively works to continuously improve him/herself. Understands that different situations and levels may call for different skills and approaches.
- **Personal Learning:** Picks up on the need to change personal, interpersonal, and managerial behavior quickly. Seeks feedback. Watches others for their reactions to his/her attempts to influence and perform, and adjusts.

ALIGNING THE ORGANIZATION

- **Adding Skills and Capabilities:** Makes learning new skills and capabilities a high priority. Eagerly learns new skills and capabilities to improve for the future.
- **Perseverance:** Pursues everything with energy, drive, and a need to finish. Seldom gives up before finishing, especially in the face of resistance or setbacks.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers*. Minneapolis: Lominger Limited, Inc, 2000.

PROGRAM LOCATION

Donald R. Seawell Grand Ballroom at The Denver Center for the Performing Arts • 14th & Arapahoe, Denver, CO 80204

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