



Connect. Communicate. Create.

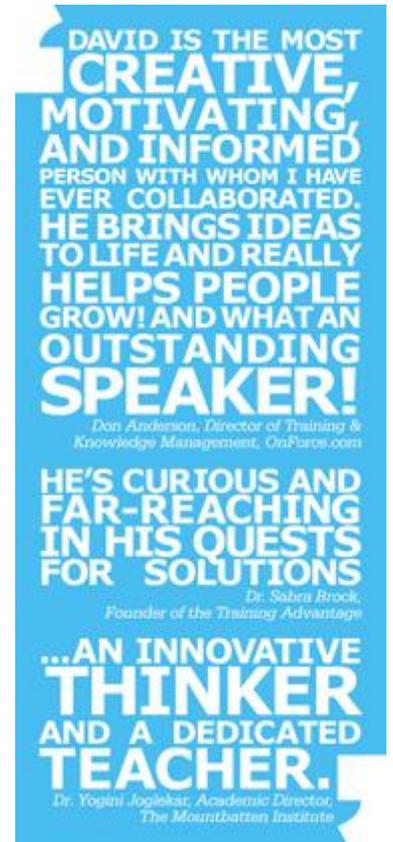


Did you ever wonder if the geeks in the choir, the freaks from the theater club, and the straights in Junior Achievement could get along? I have been trying to figure that out for my whole life in business, the arts and education. I created Big Blue Soapbox to help companies and individuals reach across those kinds of barriers, to find their unique voice, and to light up an audience, or a group, or even just one other person in a way that inspires passion and gets results.

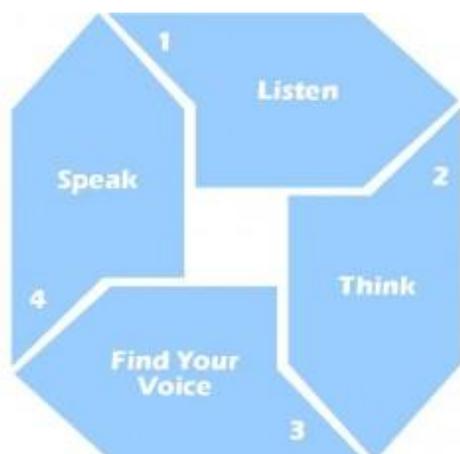
Core Principles

Starting from Strengths – Communicating well is a lot of different things. It’s writing well. It’s thinking on your feet. It’s knowing how to connect with other people, to make them not only understand your point of view but to feel it in their hearts. And finally, it’s about getting them off their seats, ready to do what needs to be done. It takes a lot of different skills and talents to do all that. I help clients to identify their strengths; to celebrate and develop them; and then to chip away at the challenges that have held them back. It works for individuals and it works for companies and their brands as well.

Becoming Fearless - According to David Wallechensky's *The Book of Lists* people fear public speaking more than anything else including death! *More than death!* It seems that if we fail in front of our peers, we risk being shunned by the tribe. So the fear has deep roots. Unfortunately Emerson was only half right when he said, 'Do the thing you fear and the death of fear is certain.' Today, psychologists know that two outcomes are possible: 1) practice can ease our fear (called habituation) or 2) our fear can spin out of control (called sensitization). BBSB programs reflect a lifetime of learning across disparate disciplines to help clients overcome such fears and unleash the potential that their fears can hold hostage.



Driving the Communications Cycle - To make a great speech, a provocative blog post, or a twittered call to action you must:



Listen: Listen to the market, the audience, the customer, your partner, and find out what they not only want but need

Think: Gather your resources — the facts, stories and pictures related to the subject. Discover what new perspectives you can add

Find Your Voice: Search among your authentic communications strengths and speak drawing on those that your audience is most likely to truly hear

Speak: Master the art of dynamic communications, connecting with a contemporary audience as an authentic speaker; an engaging blogger; and one who tweets with 'followers' in mind. Speak to them in person and through the best mix of media channels to reach your goals.



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Programs and Services – Programs can be customized to meet your specific needs – including public speaking, interpersonal communication skills, group dynamics, and media training. Call me for a free consultation to determine the best way to help you meet your goals.

Executive and High Potentials Coaching

How many first-class managers or analysts or engineers fail to reach their full potential because they are second-class communicators? Jack Welch wasn't a first-class student but he ran one of the world's greatest companies like a top. When asked how he did it, he said his greatest talent was to tell stories. Sure some people are lucky – they're born communicators. But everyone can improve – and often dramatically. It just takes the right coach – someone who understands business from the inside out but also understands the subtler arts of connecting with an audience. That would be me. I have immersed myself in very different worlds: business, the arts and education. Those experiences provide a rich vernacular for connecting to and communicating with many types of audiences. Becoming a great communicator can be taught and I can teach it.

New Manager Communications Skills (NMCS)

NMCS is a boot camp for those who were great at being analysts or engineers or designers but need new skills in order to manage others effectively. The month long program begins with a half-day onsite session for ten participants led by one facilitator. The principles of the Communications Cycle are presented and discussed. A Communications Style evaluation is administered, and the underlying principles and results are shared. Participants introduce themselves – what they've done professionally; what they're hoping to do; and what they want from the program. These introductions are taped and become the seed for the elevator speeches that participants will develop during the course. Participants continue their learning online, evaluating class videos – and other classic public speeches – with a public speaking assessment tool. Three other half day sessions follow during which participants prepare a formal elevator pitch/self introduction and/or a presentation from a current project. Sessions also include interpersonal communications and group dynamics study and practice.

You 2.0 – Outplacement Communications Skills

This challenging program brings together the study of classic communications techniques with social media training to help participants become self-sufficient business communicators in the Twitter age. Developed for employees in career transition, **You 2.0** helps them hone the communications skills necessary for an effective job search and/or to become more successful freelancers. The program takes place onsite in four half-day sessions. A Communications Style evaluation is administered and discussed to help participants understand how they fit into the marketplace discussions relevant to them. We discover their unique value proposition and how to give it voice. We help them understand their business ecosystem – where their target audiences get their information and live online, and how to reach them effectively. When complete, participants will know how to speak in a way the whole world can hear.

About – David Purdy brings more than twenty years of experience and a diverse education in business and the arts. Dave has been a classical singer, financial analyst, planner, manager, communicator, actor, consultant and professor. He teaches graduate students through the Mountbatten Institute and continuing education programs at the Levin Institute. Employers and clients have included Ruder Finn Public Relations, Sprint, Verizon, Zurich Financial, Computron Software, Fannie Mae, and Household Finance. He has an MBA in finance from the University of Maryland, three years of classical acting training at Studio Theatre Conservatory and a music degree from Temple University.