

THE ADVANCE BUNDLE:

Speak to Overcome and Speak to Advance

The **ADVANCE BUNDLE** combines our two most popular communication programs:

OVERCOME: Conquer your presentation anxiety in 30 days.

ADVANCE: Break through barriers to achieve greater career advancement.

This powerful combination gives you access to the entire framework for building your confidence in communication.

Program Duration

Three months to one year.

Time Requirement

You will set your own pace; however, you'll highly benefit from dedicating yourself to 2-3 hours weekly to this growth.

You will be assigned specific exercises to work on for a few minutes every day. Daily practice will help you to build up new skills.

Features

- **Coaching:** Eight 1:1 Recorded Coaching Sessions.
- **Course:** Lifetime access to **two** online courses including 60+ videos and 200 pages of written content.
- **Cohort:** Monthly small-group coaching sessions – similar to Toastmasters).
- **Concierge:** Personalized support to ensure your success and premium customer service.

Program Coach Profiles

MIKE ACKER – EXECUTIVE COMMUNICATION COACH & CEO OF ADVANCE

Growing up in Mexico helped Mike to learn confidence in a multicultural setting. He overcame many challenges to learn leadership, intercultural communication, and fluency in Spanish.

He moved to the United States for university and achieved high ranks in Debate Nationals against fierce opponents from Stanford and Harvard, among others. After graduation, he embarked on a twenty-year journey of professional speaking, organizational management, and executive leadership.

His experiences guided him to build his company, ADVANCE, to author bestselling books, and to provide executive communication coaching. His first book, *Speak with No Fear*, is a bestseller on Amazon and has been referenced in articles on Forbes.com and is listed among the best communication books by Book Authority.

Aside from being a coach-practitioner, he also enjoys rock climbing, skiing, building Legos with his son, and taking his wife out on dates. Mike strongly believes in the power of prayer, exercise, journaling, and real community to balance out the stress of life.

ADVANCE, Coaching and Consulting

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AIMÉE BRUNEAU

– LEAD COACH & SCHOOL CONCIERGE

Aimée is a university professor, audiobook narrator, children's book author, theatre director, yoga teacher, and a world travel addict.

She earned her MFA in Acting from the American Conservatory Theater. Aimée enjoys helping people to shape their stories – real and imagined – and to present themselves authentically.

Additional Coaching Team

MATT BARNETT

– COMMUNICATION & CONTENT COACH

JADA SWANSON

– COMMUNICATION & VOCAL COACH

CODY SMITH

– COMMUNICATION & PLATFORM COACH

JOEY YOUNG

– SPEAKER STRATEGIST & SINGLE SPEECH SESSIONS

Program Milestones

1 COMPLETE THE ASSESSMENT

The Assessment helps us to understand where you are coming from, what your needs are, and who your audiences are. You will present a speech in your first coaching session which will serve as a baseline from which we will begin our work together. Completing the assessment ensures you receive targeted coaching which improves your weaknesses and builds on your strengths.

Your Assessment coaching session will be recorded and available for one year. This serves as a benchmark we will revisit upon completion of your program so that you can see and celebrate your progress.

2 IDENTIFY YOUR CONFIDENCE ANCHORS

Whenever you address a room full of people, they see YOU. We'll investigate the identity you are presenting and ensure that you are conscious and thoughtful about who YOU want to be.

3 CHOOSE YOUR STRATEGY/IES

What gets in your way? What is preventing others from seeing the real you? How will you make progress? How will you overcome your insecurity?

4 CREATE CONFIDENCE FOR YOURSELF

We'll create a practice to increase your confidence in speaking and in your life.

5 LEARN THE SYSTEM TO PREPARE PRESENTATIONS

You'll examine how you're putting your message together, and how to make your points concisely and effectively. You will learn to capture the attention of your audience, to keep them engaged, and to guide them smoothly toward your conclusion.

6 SPEAK WITH AND WITHOUT PREPARATION

How do you deliver your speeches? You'll learn what to do on your feet at the podium, how to use visuals and slide decks, how to speak TO your audience rather than reading what you wrote, and how to clearly and concisely speak 'off the cuff'.

7 DEVELOP NEW SKILLS

What are the skills you need to develop to become a better communicator? What are your talents and strengths? Here you'll get specific about how others see and hear you. You will learn to use the full range of your voice and to relax your body even as all eyes are on you.

8 DRESS REHEARSAL

Working with feedback, you'll focus on the areas where you most need to grow, and you will learn powerful techniques to improve your presentations - and your communication in general. Upon completing the program, you will see what you have overcome and achieved, and you will create a plan for continued growth.



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A DETAILED LOOK AT THE CURRICULUM IN THE ADVANCE BUNDLE.

Your 1:1 coaching sessions work in tandem with the online course content. The online course introduces the concepts to prepare you for your personalized sessions. The course is organized into eight Milestones. Although the final section of the course is dedicated to skills, you will work on them throughout the entire program. Each time you meet with your coach you will present material from assignments in the online course and learn how to improve your style and skills as you do so.

We suggest taking time to process what you learn. Your sessions will consist of your speaking and getting specific actionable feedback that relates to your specific needs.

It is very common for participants to express how much more confidently they begin to feel after only a couple sessions. It is also very common that colleagues, family members, and co-workers recognize the improvement within a month.

ORIENTATION

We want to set you up for success. The next immediate step following signing up is to book an orientation. We have a dedicated Concierge who will walk you through the mechanics, give you access to resources, help you to schedule coaching sessions, and will serve to support you in the program through completion.

Welcome! (2:29) *(Note: entries with time refer to video teaching)*
Join our Communities!
Small-Group Coaching Sessions
Mapping the Milestones

MILESTONE 1 - COMPLETE THE ASSESSMENT

Learn The 3 Sources of Confidence (9:25)

COACHING SESSION ASSIGNMENT: THE ASSESSMENT

- Present a 3-7-minute speech to **two** professional coaches. This will be recorded and serve as a benchmark for your journey.

MILESTONE 2 - IDENTIFY YOUR CONFIDENCE ANCHORS

Discovering the Foundation of Communication Confidence (5:24)
YOU are the Message (3:22)
Bringing Your Mission Statement with You
Anchoring Communication Confidence in Your Core Values
Resources to Examine Your Identity

COACHING SESSION ASSIGNMENT: FOUNDATIONAL VALUES

- Present your second speech to your coach to receive evaluation. You will likely present 2-3 other times in this session and this will all be recorded for your review. Your coach will address important areas to improve and you will learn three key concepts for personal presence.

MILESTONE 3 - CHOOSE YOUR STRATEGY(IES)

Nervousness is Normal
7 Strategies to Overcome Fear
Strategy 1 - Uncover and Clean the Wounds (5:39)
Strategy 2 - Imagine the Worst (3:55)
Strategy 3 - You Be You (6:47)
Strategy 4 - Speak to One (4:10)
Strategy 5 - It's Not About You (2:35)
Strategy 6 - Channel the Power (3:09)
Strategy 7 - Be In the Moment (3:01)
Defeating Enemies of Confidence: Comparison and Competition (4:06)
Addressing a Tough Audience (4:54)


COACHING SESSION ASSIGNMENT: THE 7 STRATEGIES

- In this session you become your own teacher. You will give a speech identifying specific strategies that will help you to communicate with greater confidence. This session will give you actionable advice to increase your confidence.

MILESTONE 4 - CREATE CONFIDENCE FOR YOURSELF

You Can Do This (3:41)
You Are Not a Victim
Exercise: Identify Your Limiting Beliefs
How Affirmations Affect You (4:08)
Creating Affirmations
Using Affirmations
Sample Affirmations
Be Inspired and Encouraged (4:47)

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COACHING SESSION ASSIGNMENT: CREATE AFFIRMATIONS

This Milestone marks the end of the first program (Speak to Overcome)

- Have you ever attended a lecture, conference, or seminar where you walked away inspired and motivated? The fourth milestone delivers a Mike Acker motivational talk directly to you, but more importantly, you will learn how to motivate yourself. You might not always have personal coaching, but you can continually coach your own communication. We'll show you how. You will work to identify your strengths and to understand how your strengths relate to your everyday communication.

- Additionally, this coaching session signals your shift from interior work to mental organization.

UNLOCK BONUS MODULE #1: "ACHIEVING YOUR GOALS"

Halfway through the Advance Program Bundle, we will give you access to a short course designed to help you reach your goals.

[How to Live by Design – Not Default \(3:45\)](#)

[Patiently Develop New Habits](#)

[Exercise: Habits](#)

[Motivation vs Discipline](#)

[Discover \(or Rediscover Motivation\)](#)

[Putting in the Work](#)

MILESTONE 5 – LEARN THE SIMPLE, REPEATABLE SYSTEM TO PREPARE PRESENTATIONS

What Am I Going to Say?

The Five Part Plan

Part 1: Run Reconnaissance (5:19)

The 3 Questions (7:51)

Part 2: Learn to Kiss

Brainstorm with a Mind Map

Organize the Mind Map into Points

Part 3: Plan the Landing (8:57)

Part 4: Plan the Takeoff (8:15)

Three Constants for All Speeches (3:06)

Before You Run It - Review It.

Part 5: Run the Routine

COACHING SESSION ASSIGNMENT: CRAFTING THE STRUCTURED SPEECH

- Come to this session with an idea for a presentation. This could be an inspiring speech for your team, presenting your ideas to the board, a sales presentation to a specific client, an informational speech, or a motivational speech that you might give one day. Your coach will work with you to develop the outline of your speech from scratch. You will learn systems to do this quickly, with less preparation - and less stress.

- You will investigate why you speak, what to say, and how to say it. This will give you greater confidence, greater clarity, greater participation, less rambling, and therefore, less nervousness.

MILESTONE 6 - SPEAK WITH & WITHOUT PREPARATION

There is a lot of material to cover to achieve Milestone 6. Take 2-4 weeks to digest this material before you book your next coaching session. Process the videos and put it into practice. Then come to your coaching session with NO preparation.

The 3 Levels of Knowledge (10:00)

Impress vs Impact (3:55)

Make Them Feel Good (4:18)

The Iceberg of Preparation

Know the Flow (3:17)

Speaking from Notes (4:11)

Illustrate Your Content (7:41)

Working with a Slide Deck or Workbook (4:21)


Holding Notes and Using Podiums (4:03)

peaking "Off the Cuff" - Think in 3's (4:24)

COACHING SESSION ASSIGNMENT: SPEAKING WITH AND WITHOUT PREP

- There is nothing to prepare for this session. You will brainstorm ideas of topics you are qualified to speak on. Then you will work to give several short speeches, concise responses to questions, and answers to mock interviews. You will learn how to create systems to speak up in meetings, answer questions without rambling or letting nerves get in your way. You will learn to be ready whenever the opportunity arises.

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UNLOCK BONUS MODULE #2: "CONFIDENCE IN INTERACTION"

COMMUNICATION IN RELATIONSHIPS

Learn a System to Remember Names (2:53)

How to Make Friends and Impact People (17:54)

COMMUNICATION IN YOUR CAREER

Make Your Job Meaningful

COMMUNICATION IN CONFLICT

Be Assertive and Speak What you Mean (7:00)

How to Handle Critics (4:42)

5 Ways to be Assertive and Confident

MILESTONE 7 - DEVELOP NEW SKILLS

Now it's time to focus exclusively on your ability to deliver with authority and personal presence. You will already be familiar with many of these skills, but now it's time to perfect them.

Increase Your Skills | Increase Your Confidence (3:55)

Direct, Don't Distract (2:35)

SKILLS: HOW YOU SOUND

Cadence and Pace (1:57)

Speed (2:17)

Pauses (2:41)

The Long Pause (1:48)

Fluency (1:17)

Tone of Voice (4:01)

Accents and Speech Patterns (3:22)

Develop Listening Skills (Not Just Speaking Skills)

SKILLS: HOW YOU APPEAR

What Does Your Body Language Say?

Stance (3:22)

Power Posturing (2:40)

Positioning (5:42)

Hand Gestures (3:32)

Facial Expressions (5:08)

Pockets and Fiddling (3:19)

Eye Contact (1:14)

Clothing and Hair Cuts (3:53)

COACHING SESSION ASSIGNMENT: DEVELOPING NEW SKILLS

- You will come to this session prepared to present in the way you typically deliver speeches and presentation in your work or in your life. You might be sitting or standing. You may be dressed up in a suit, in business casual, or in jeans and a t-shirt. You have a solid working knowledge of many skills at this point and this is your opportunity to perfect them.

Get ready to stand out.

SKILLS: UPGRADE YOUR PRESENTATION

Signposting (3:32)

Expanding Vocabulary (2:09)

Implementing Quotes (2:46)

Using Visuals (1:35)

Reading Poetry and Rhymes (2:59)

SKILLS: ONLINE COMMUNICATION

Improve Your Online Communication (4:38)

3 Effective Actions to Improve your Online Communication (2:28)

Talk Through the Wall (5:18)

Not Flashy, But Prepared (5:06)

Know the Message (6:45)

10 Magic Phrases

MILESTONE 8 – DRESS REHEARSAL


COACHING SESSION ASSIGNMENT: HONORING THE JOURNEY

- You will deliver a speech as a final project. This speech is one that you will give at a team meeting, a presentation, an informative delivery to the board, or another type of speech.

- You and your coach will review your progress and specific notes from all of your previous sessions including your original Assessment.

- You will finish this session energized by your progress and with clear guidance on how to continue to build on the success you have earned.

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