EXECUTIVE COMMUNICATION COACHING FOR SENIOR LEADERS

One-to-one coaching for the moments that need a clear decision.

I coach directors, C-suite leaders and founders to present to boards, investors and senior audiences, and to handle the questions that follow. The aim is a room that understands, assesses and acts.

WHY YOU CAN RELY ON THE EXPERIENCE

25+ years in the work

Senior business roles at Vodafone, Syngenta and JD Sports, where a clear message decided whether a plan went ahead. At Vodafone I ran communication coaching clinics for category leads.

And on stage

Sitcom writer, selected for Script To Seen. Edinburgh Fringe performer. Writing and live performance shape how I help you hold a room.

Qualifications: Level 6 coaching qualification; Bachelor of Arts, Edge Hill University; Lean Six Sigma; CPD-accredited ADHD coach. Founder, Life Is A Speech Ltd.

THE FOUR STAGES

01

Discovery

Understand the room and what needs to happen.

02

Development

Lead with the message, decision and evidence.

03

Dynamics

Rehearse scrutiny, pushback and hard questions.

04

Delivery

Communicate calmly, clearly and with direction.

INSIDE THIS BRIEFING

A worked example, two client stories and the ways to work together.

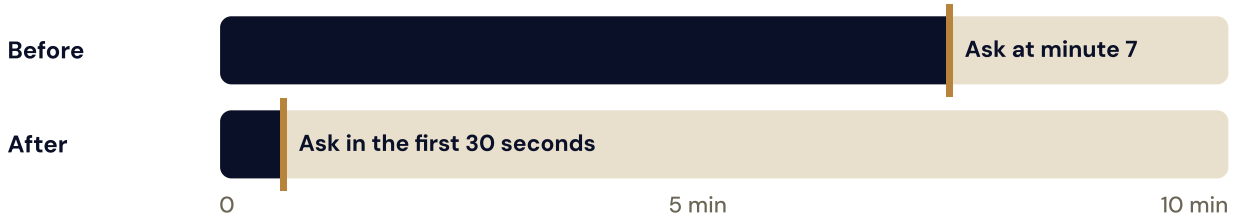
Evidence note. The client stories use changed names and details. Outcomes and figures are reported by the clients.

HYPOTHETICAL EXAMPLE, NOT A CLIENT RESULT

The board needs a decision. Where does the ask land?

A finance leader has a sound capital proposal, but the recommendation arrives too late. Directors challenge assumptions before they know what they are being asked to decide.

A TEN-MINUTE BOARD SLOT: WHEN THE DECISION IS STATED



BEFORE: A DATA WALK-THROUGH

"Revenue is up, costs have changed, there are three material risks and the sensitivity analysis covers four scenarios…"

AFTER: THE DECISION FIRST

"I recommend Option B today. It protects capacity, addresses the main risk and has two clear trade-offs."

THE WORKING SEQUENCE

01

Clarify

The decision, who has influence and the real trade-offs.

02

Restructure

Analysis to the appendix. The ask in the opening minute.

03

Pressure-test

Rehearse the hard questions and returning to the recommendation.

Important: a made-up scenario showing a possible approach. It is not a client case or a claim of achieved results. Progress in real work is judged on agreed, observable measures such as the opening, handling of questions and clarity of the request.

ROBERT P. (NAME CHANGED) | CFO

From financial reporting to a decision the board could make.

The situation. Robert had taken on a more visible role with the board and investors. His capital-allocation recommendation sat on slide 14, and early challenges drew him back into the supporting numbers.

What changed. We put the recommendation, rationale and two alternatives first. Supporting analysis moved to the appendix, the core deck shortened, and he rehearsed answering before supplying context.

IN HIS WORDS

"Richard helped me turn complex financial thinking into a clear, compelling message the board backed."

CLIENT-REPORTED MEASURES

18 min
Board discussion
Against 45+ minutes on comparable topics.

28 → 11
Core slides
Supporting material moved to the appendix.

~9 → <4 h
Pack preparation
Approximate, reported by Robert.

11 min
Earnings update
Clarification questions estimated 65% lower.

CAPITAL ALLOCATION DECISION

A $42m* decision: slowing one initiative by $15m*, accelerating another by $18m* and protecting $9m* of balance-sheet capacity.

* Organisation reported in $ USD. Figures are rounded.

A NOTE ON CONFIDENTIALITY

Client details have been changed. Names, titles and identifying circumstances are altered, and figures are rounded. All outcomes are reported by the client and not independently verified. Individual results will vary.

DR HELENA R. (NAME CHANGED) | SENIOR CLINICAL EXPERT

The expertise was already there. The message became more human.

The situation. Ahead of a keynote at a major international congress, Helena wanted to turn clinical knowledge and lived experience into a message clinicians, researchers and policymakers could connect with. Her early material was accurate but dense.

What changed. We found one through-line: the gap between clinical knowledge and patients' everyday experience. A 36-slide draft became 14. A patient moment replaced a credentials-led opening, three short stories replaced technical explanation, and she rehearsed pauses and likely questions without a full script.

IN HER WORDS

"Richard helped me find the sharpest, most human way to say what I already knew."

What the quotation supports: Helena felt the message she delivered was clearer and more human than where she started.

CLIENT-REPORTED MEASURES

36 → 14
Slides
61% fewer in the final version.

4.7 / 5
Survey feedback
Reported average for clarity and relevance.

78%
Open-question replies
Referenced a story or practical takeaway.

3
Follow-up invitations
Panel, workshop and journal contribution within six weeks.

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ENGAGEMENT PATHWAYS

Choose the support that fits the moment.

The right route depends on the stakes, the deadline and whether the aim is one important event or sustained development.

3 SESSIONS

Focus Sprint

A specific board update, presentation or difficult conversation. Shape the message and rehearse challenge.

5 SESSIONS

Coaching Programme

Patterns such as overexplaining or losing the thread under pressure, developed across several real situations.

TAILORED SCOPE

Executive Intensive

Concentrated support around a high-stakes announcement, investor event or transition, with scope, timing and stakeholders agreed individually.

40 MINUTES · £95

Room Review

Direct, practical feedback on a live deck, script or message, with a clear list of what to change. Held online on Zoom.

WHAT TO EXPECT

Session length. Session length and cadence are agreed at the start, to suit the diary and the moment.

Format. Most coaching runs online on Zoom. In-person sessions can be discussed for suitable projects, particularly around Greater Manchester.

Preparation. You bring real material: a draft pack, script or notes. Sensitive material is shared only under arrangements agreed in advance.

Follow-up. Recordings, written summaries and follow-up sessions are included only where written into your proposal.

How prices are quoted. The Room Review is a fixed £95. Programmes and the Executive Intensive are tailored and quoted after we have discussed what you need, so there is no fixed price list. Invoicing can be arranged for organisations.

Clear boundary. Nothing here promises unlimited access, guaranteed decisions or specific business results.

A SIMPLE NEXT STEP

Bring the situation.
We will work out the next step.

A private 20-minute briefing with Richard to understand what is coming up, who is involved and whether coaching is likely to help. It is a conversation about fit, not a sales presentation.

REQUEST YOUR BRIEFING

Four short fields: name and role, work email, main objective and optional context.
www.lifeisaspeech.com/confidential-briefing

ARRANGING COACHING FOR AN EXECUTIVE

If you are an assistant, Chief of Staff or L&D lead, you can email Richard directly to arrange a briefing or diary holds for the executive. It is a separate route from the form: share the timing, the people involved and any purchasing needs, and keep sensitive detail for a conversation. Scope, reporting boundaries and payment are agreed with the executive and sponsor before work begins.

CONTACT

Richard Ford

richard@lifeisaspeech.com

+44 7356 221669

www.lifeisaspeech.com

DISCRETION AND DATA HANDLING

Initial enquiries are handled discreetly. Before sharing board papers, internal financial information or personal details, agree the right confidentiality and document-sharing arrangements. Any NDA requirements should be discussed before material is exchanged.