



Mackenzie Brown LLC

Connect. Inspire. Persuade.



Dynamic leadership and communication coaching

Transform your high-potential people into high-impact communicators.

Mackenzie Brown designs sophisticated communication skills workshops and coaching for mid- to senior-level executives and attorneys. We transform communication between colleagues, employees, executives and clients, delivering dynamic results. Depending on the session design, participants will learn to:

- Convey a dynamic leadership presence
- Persuade, inspire and influence others
- Write and communicate clear, concise messages
- Sell themselves, their ideas and their services
- Handle media interviews with ease



Our Approach

MacKenzieBrown workshops transform participants through highly interactive, experiential learning.

MacKenzie Brown clients receive:

- Superior client service throughout program design and delivery
- Highly experienced, dynamic and attentive program facilitators
- Proven training techniques
- Extensive personal feedback for each participant
- DVD recordings of participants using relevant, real-world scenarios



Our Process

Before

We meet with you and your team to assess your specific needs, designing a custom workshop and follow-up program to achieve your goals.

We'll tailor the length of any session to meet your needs:

- Group sessions range from a half-day to two full days
- Executive coaching combines face-to-face sessions, phone meetings and goal setting

During

Each program consists of a custom combination of building-block skill modules. After a short briefing, participants practice and apply each skill for 30 to 45 minutes. They use their own presentations or real world role-plays, while coaches give constructive, personal feedback. By viewing their DVD-recorded practice, participants see their own behavior and internalize the change.

After

To reinforce skills after the workshop, participants may choose to review their personal DVD, read workshop materials, and consult their personal follow-up plan.

Workshops

■ Communicating with Presence & Impact

Apply 10 Principles of Effective Communication to improve your phone and face-to-face interactions.

Benefits:

- Project confidence and credibility when communicating ideas
- Speak articulately and use appropriate body language
- Convey passion and conviction for ideas
- Communicate clear, concise messages
- Use your voice to engage others and avoid monotone
- Listen to others more effectively

■ High Impact Presentations

Present confidently standing or sitting, formally or informally, to any size audience.

Benefits:

- Project a strong, comfortable presence in front of an audience
- Speak articulately and use appropriate gestures
- Connect with, inspire and persuade the audience
- Organize persuasive presentations that sell ideas and influence others
- Understand how to use data and technical information to support key messages
- Deliver information clearly from PowerPoint slides, hard copy presentations, computer demos or notes, as appropriate
- Respond to questions and objections with poise

Custom solutions include: **High Impact Presentation Skills**, **Pitch Book Presentation Skills**, **Communicating the Vision** and **The Art of Corporate Storytelling**

■ Business Writing

Write clear, concise business documents and emails designed to achieve action.

Benefits:

- Write concise documents
- Replace verbose writing with precise, crisp language
- Eliminate the passive voice
- Organize letters, memos and emails
- Edit documents for impact
- Adjust your style to your reader and objective

Custom solutions include: **Writing for Results**, **Making Email Work**, **Writing Effective Pitch Books** and **Building Powerful Business Presentations**

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■ Leadership Communication

Learn to motivate, manage, delegate and give effective performance feedback.

Benefits:

- Understand what motivates performance
- Align your style to the style of your employees
- Tailor your supervision using a Situational Leadership model
- Use listening and probing techniques to improve communication
- Assign projects appropriately and delegate assignments clearly
- Give constructive feedback and performance appraisals

Custom solutions include: **Motivating & Delegating, Giving Performance Feedback, Coaching Your Team, Storytelling as a Leadership Skill**

■ Conflict Resolution and Influencing

Learn how to strengthen interpersonal relationships with colleagues, lead productive business meetings and solve problems collaboratively.

Benefits:

- Control interpersonal dynamics that affect a meeting
- Evaluate the effectiveness of your personal style
- Use active listening skills to build relationships
- Solve problems collaboratively
- Control the flow of meetings so that they are on point and efficient
- Handle emotional confrontations more effectively
- Manage the process: lead with presence, encourage participation, probe to avoid misunderstandings, summarize and follow up.

Custom solutions include: **Productive Conflict Resolution, Influencing for Results, Leading Effective Meetings, Leveraging Your Style, Listening Effectively**

■ Partnering with the Client

Learn how to build solid, long-lasting client relationships, uncover the client's real needs and offer message-driven solutions to client problems.

Benefits:

- Plan ahead to conduct a productive, consultative meeting
- Read and adapt to the client's style to build rapport
- Project confidence and credibility in face-to-face meetings
- Uncover client needs and priorities through active listening skills
- Position your firm's approach as solutions to client needs
- Handle challenging client questions

■ Consultative Selling Skills

Develop new business by creating solid, long-lasting client relationships that enhance your firm's bottom line.

Benefits:

- Read the client's style to communicate more effectively
- Understand the stages of the consultative sales process
- Build credibility and rapport in initial phone contacts
- Plan each meeting for specific objectives and roles
- Probe strategically to uncover needs, issues and opportunities
- Position your firm's approach as solutions to client needs
- Handle difficult questions and objections
- Close the deal and establish the desired next steps

Custom solutions include: **Consultative Selling Skills, Prospecting: Uncovering Client Needs** and **Closing the Deal**

■ Media Relations

Master media interviews, company announcements, reactive press conferences, and any public, high-pressure Q&A session.

Benefits:

- Show a confident, concerned, professional face to the public
- Tailor key messages to different media situations
- Respond to questions and challenges with poise
- Bridge seamlessly to stay on message
- Maintain control of the interview process
- Build relationships with reporters

Custom solutions include: **Mastering the Media, Communicating the Message** and **Responding in a Crisis**

Executive Coaching

Develop your leadership communication skills one-on-one with a MacKenzieBrown coach.

Together, we design a program for your specific skills, needs and development goals. Through our experiential, interactive approach, executives project a confident, leadership presence in any relevant arena. They learn how to inspire and engage an audience while selling ideas effectively.

Highlights of our coaching approach include:

- Thorough diagnostic assessment
- Intensive, in-person coaching sessions to build specific communication skills
- DVD recording throughout each session with extensive personal feedback
- SMART goal-setting at the end of each session
- Follow-up phone meetings to assess progress against goals

■ Attorney Curriculum

MacKenzieBrown's law firm clients have identified the key skills their attorneys need at each career level. The following programs address your associate and partner development:

Junior Associates:

- **Communicating with Impact**
Reporting results to the assigning attorney
- **Writing for Results**
Delivering work product in plain English



Mid-levels:

- **Partnering with the Client**
Building strong client relationships



Senior Associates:

- **Leadership Communication**
Delegating and performance feedback
- **Consultative Selling Skills**
Asking for the business

Partners:

- **Consultative Selling Skills**
Asking for the business
- **High Impact Presentations**
Winning the client pitch
- **Mastering the Media**
Handling high pressure media events

Clients

MacKenzie Brown consultants work with senior level executives and managers at many top financial services firms and Fortune 500 companies. With our diverse client base, we bring experience across a wide range of industries: e-commerce, information technology, insurance, investment banking, law, management consulting, manufacturing, media, public relations, real estate and more.

Among our banking and financial services clients:

ABN AMRO
Archon Group, LP
BNP Paribas
Depository Trust & Clearing Corporation
Deutsche Bank
Fannie Mae
Fisher Francis Trees & Watts
Fortis Investments
Lehman Brothers



Our corporate clients:

Abernathy & MacGregor
American Safety Razor
Avalon Bay Communities
Bartle Bogle Hegarty
Booz Allen Hamilton
Carat Media
Columbia Business School
Cornell University, The Johnson School
Emblem Health
Liberty Mutual
Lipman Hearne
Opus Group
Stryker Spine
Welch's
Yahoo!



Our law firm clients:

Dechert LLP
Heller Ehrman LLP
K & L Gates LLP
Kilpatrick Stockton LLP
Kramer Levin LLP
Sidley Austin LLP
Troutman Sanders LLP

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Team

Jean T. Brown, Principal

Jean provides dynamic leadership and communication coaching to a diverse group of professionals in such industries as investment banking, financial services, health care, real estate, management consulting and law. Clients include Archon Group LP, Booz Allen Hamilton, The Depository Trust and Clearing Corporation, and Cornell University's Johnson Graduate School of Management. She coaches senior executives privately to help them enhance their leadership presence and impact.



Jean brings an extensive background in marketing, advertising and the performing arts to her communications coaching. Jean spent ten years in the advertising industry at D'arcy Masius Benton & Bowles and J. Walter Thompson. As Senior Vice President, she directed client-service teams in the development of communication strategy and breakthrough advertising for Procter & Gamble, M&M Mars, Unilever and Warner Lambert.

Jean combines business experience with eight years as a professional actress, singer, and director/choreographer in New York and regional theaters. She served as spokeswoman for leading companies and appeared in national print ads and television commercials. Her extensive training in voice and movement brings this expertise into her work with coaching clients.

Jean Brown received an M.B.A. from The Wharton School of the University of Pennsylvania and her B.A. from Dartmouth College.

James D. MacKenzie, Principal

Jamie counts BNP Paribas, Deutsche Bank, The Columbia Business School, Sony, Stryker Spine, Welch's and Yahoo! among his clients. He also provides communication expertise to such law firms as Kilpatrick Stockton; K&L Gates; and Sidley Austin LLP. He offers private coaching to senior bankers, attorneys and executives on topics including presentation skills, client development and conflict resolution.



Earlier in life, Jamie pursued a successful career in theater as a performer and producer. His acting career spanned sixty theatrical productions, as well as television and commercial work. He appeared on Broadway in "My Fair Lady" with Richard Chamberlain. The New York Times profiled Jamie's acting career in a Sunday Arts & Leisure article entitled "Striving for the One Singular Sensation." Jamie incorporates his acting and coaching techniques from the theater into his work designing and delivering highly customized client work.

Jamie MacKenzie has a B.A. in government from Dartmouth College and graduated from Phillips Exeter Academy. He studied voice at Shakespeare & Company with Kristin Linklater, author of "Freeing the Natural Voice".

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