

PRIVATE TEAM TRAINING | UP TO 10 PARTICIPANTS

WHEN YOUR TEAM NEEDS TO WIN TRUST, BUY-IN AND BUSINESS

Practical, high-stakes communication training to help leaders and teams inspire action.

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Katrina Cravy | Founder, Charisma Switch™

"The most in-demand skills right now are people skills, human skills, communication, collaboration, compassion and empathy."

Ryan Roslansky, EVP of LinkedIn & Microsoft Office

YOUR PEOPLE HAVE THE EXPERTISE. WE HELP THEM INSPIRE ACTION.

WHEN COMMUNICATION MISSES

- Leaders bury the main point.
- Presentations inform but message fails.
- Experts overwhelm with too much detail.
- Teams lack confidence under pressure.

AFTER CHARISMA SWITCH TRAINING

- Clearer, more concise messages.
- Greater confidence and executive presence.
- Stronger audience connection and buy-in.
- Practical techniques to use immediately.

**AI CAN GENERATE THE MESSAGE.
ONLY A HUMAN CAN MAKE ANOTHER HUMAN CARE.**

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A PRACTICAL SYSTEM FOR HIGH-STAKES COMMUNICATION

CHARISMA SWITCH™ PROVEN 5-STEP FRAMEWORK

- 1 POWER SOURCE**
Know Yourself. Identify your authentic brand and style because people gravitate to confident people.
- 2 AMP THE AUDIENCE**
Know Your Audience. Read the room and adapt to establish faster buy-in.
- 3 CIRCUIT BREAKER**
Know Your Fears. Manage nerves and self-doubt when pressure rises.
- 4 STORY SPARK**
Know Your Message. Create compelling stories and signature statements to help people remember you and your company.
- 5 MAXIMUM VOLTAGE**
Know Your Mission. Inspire action on all channels and stages.

FOCUSED HALF-DAY TRAINING Team Intensive

- Training for up to 10 participants
- Guided, interactive team learning experience
- Individual on-camera practice with immediate video playback and coached feedback
- Charisma Switch™ workbook with tools participants can use after the training

IMMERSIVE FULL-DAY TRAINING Performance Lab

- Everything in the Team Intensive
- A second round of recorded practice and high-stakes simulation
- More individualized coaching and confidence-building feedback
- A clear opportunity to demonstrate measurable improvement

"Training was excellent. Very humbling and educational to be videotaped, scored and coached. Overall, fantastic experience. Hope that the company invests in us doing this more. Thank you!"

Sales Representative,
Fortune 500 Company

258% NET RETURN

A randomized workplace study found that human-skills training—including communication—generated a 258% net return to the company within eight months.

Source: Adhvaryu, Kala and Nyshadham,
NBER/J-PAL research

WHY CHARISMA SWITCH

Our proven program was created by Emmy award-winning journalist Katrina Cravy. Through realistic training your team will be prepared for **high-stakes presentations, leadership meetings, sales conversations, media interviews and moments that shape reputation and revenue.**

**READY TO HELP YOUR
TEAM WIN TRUST, BUY-IN
AND BUSINESS?
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