

# CASE STUDY



## Pivotal Presentation Preparation with CCA's Coaching

**Background:** Jonathan Sherrill, the President of Quicken Steel, LLC, stood on the precipice of a career-defining moment. After 26 years in the industry, he had the chance to present his company to potential acquirers—a significant opportunity that carried immense weight. With only a few days to prepare, he needed guidance to ensure his presentation hit the mark.

**Industry:** Industrial Machinery & Equipment

**Challenge:** Company Exit Presentation

**The Solution:** Introduced to Clear Communication Academy shortly before his big day, Jonathan found an experienced coach to guide him. Laquita's expertise spanned not only the nuances of presentation delivery but also the fine-tuning of presentation material.

### Coaching Process:

**Mastering Delivery:** Presentation isn't just about content; the way one delivers it is equally important. Laquita focused on refining Jonathan's delivery technique, ensuring he communicated effectively and engaged his audience.

**Working with his team:** Everyone from CFO to the team helping with the acquisition...collaborating and helping support them in deck structure.

**Optimizing Presentation Material:** A presentation's impact also depends on its structure and content. Laquita provided feedback and made recommendations to enhance the material, ensuring clarity, coherence, and impact.

**Building Confidence:** A significant aspect of Laquita's coaching was instilling a sense of self-assurance in Jonathan. This confidence would be crucial on the presentation day, allowing him to communicate his company's value convincingly.

### Outcome:

**Successful Business Transaction:** Jonathan's presentation, bolstered by Laquita's coaching, resonated with the potential acquirers. This resulted in the successful closure of a significant business transaction, marking a monumental milestone in his career.

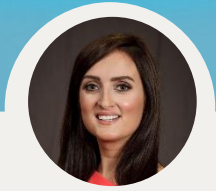
### Testimonial:

"Laquita coached me on delivery as well as making recommendations to tweak the presentation material. Her coaching gave me a sense of confidence on presentation day. As a result, I recently closed on a significant business transaction. I would highly recommend Laquita to anyone needing coaching prior to giving a presentation, speech, etc."

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Jonathan Sherrill  
President, Quicken Steel, LLC

# CASE STUDY



## Elevating Impactful Storytelling with CCA's Guidance

**Background:** Sharon Cunningham, CEO of Shorla Oncology, recognized the value of effectively communicating her story. While she had a compelling narrative, the challenge lay in presenting it in a way that could truly resonate with her audience. An upcoming presentation to a large group was the primary focus.

**Industry:** Healthcare

**Challenge:** Storytelling, Structuring a Narrative, Presentation Skills.

**The Solution:** Sharon's company sought out the expertise of Clear Communication Academy for their unique approach to storytelling. CCA's method emphasizes the human connection at the core of every narrative and the profound impact of genuine stories, regardless of their scale.

### **Transformation Process:**

**Reconstructing the Narrative:** Under CCA's guidance, Sharon was taught to reframe her story, focusing on the moments that truly defined her journey. This process shifted the emphasis from grand events to authentic experiences that create genuine connections.

**Understanding the Power of Simplicity:** CCA instilled the idea that stories don't need to be grandiose to be impactful. Sharon learned that it's often the simpler, more personal narratives that resonate most deeply with audiences.

**Adopting Purposeful Communication:** With CCA's training, Sharon began to communicate more purposefully, understanding that every story holds meaning and has the power to inspire and connect.

### **Results:**

**Deeper Human Connections:** By embracing her genuine narrative, Sharon was able to form stronger, more meaningful connections with her audience.

**Enhanced Communication Skills:** The time spent with CCA made Sharon a more purposeful and impactful communicator, enhancing her overall leadership capabilities.

**A Renewed Passion for Storytelling:** LaQuita's infectious enthusiasm for storytelling ignited a similar passion in Sharon, motivating her to continue sharing her narrative and encouraging others to do the same.

**Presentation Skills:** Due to CCA's training, Sharon was able to present her story successfully to a large audience.

### **Testimonial:**

"LaQuita taught me that my story did not have to be blockbuster movie-like to be impactful; storytelling is what connects us as human beings. I've become a more purposeful communicator having spent time with LaQuita. Her passion for storytelling is contagious! I'm grateful for the opportunity to work with LaQuita, thanks to YPO!"

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Sharon Cunningham  
CEO, Shorla Oncology

# CASE STUDY



## MarsCharge's Transformational Pitching Journey with Clear Communications Academy

**Background:** Michael Marczi, the CEO of MarsCharge, faced a critical challenge: effectively pitching his company to prospective investors. Recognizing the need to sharpen his presentation skills, Michael reached out to Clear Communications Academy for specialized training.

**Industry:** Tech

**Challenge:** Improve Michael's presentation skills, refining both the content structure and delivery, to effectively pitch MarsCharge to potential investors and other key stakeholders.

**The Solution:** Clear Communications Academy developed a comprehensive training program tailored to Michael's specific needs.

### Training Highlights:

**Content Structuring:** The academy taught Michael how to streamline and structure his presentation content, ensuring that key points were highlighted efficiently.

**Engaging Delivery:** Beyond the content, Michael learned techniques to deliver his pitch with compelling clarity, ensuring that his audience remained attentive and engaged throughout.

**Custom-Tailored Action Items:** To ensure rapid progress, the academy provided a list of actionable items, specifically tailored to address Michael's unique challenges and needs.

**Optimizing for Video Conferencing:** In an increasingly digital age, the academy equipped Michael with tips and tricks to enhance his presentations' effectiveness during video conferences—a crucial component he hadn't previously considered.

### Outcomes:

**Improved Engagement with Investors:** Post-training, Michael experienced notably enhanced outcomes in his meetings, capturing the interest of not just potential investors, but also industry experts and strategic partners. Michael was also able to sign a letter of intent to bring a large investor on board.

**Increased Versatility:** Michael's newfound skills made him a more versatile communicator, ready to pitch effectively both in-person and on video platforms.

### Testimonial:

"Their training helped teach me how to refine the structure of my presentation content, deliver it with compelling clarity, and keep the audience engaged. My favorite part of the program was the list of action items custom-tailored to my needs...The sessions were also full of tips and tricks that helped my presentations perform better on video conferences. The experience was superb, and I cannot recommend it enough for anyone looking to improve their presentation and communication skills."

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Michael Marczi  
CEO, MarsCharge

# CASE STUDY



Suzy, the CEO and President of Khalil Bin Evrahum Kanoo Company, is a remarkable business leader.

She's hardly a novice in the whole public speaking game - in fact, she often found herself in situations where she had to speak in public, face the media, or answer tough interview questions.

But despite her natural charm, Suzy wanted to improve her communication skills to connect with her audience on a deeper level.

That's where Clear Communication Academy came into the picture.

Suzy reached out to our team to transform her way of communicating. She embarked on a journey of growth, both personally and professionally, which would leave a lasting impact on her career.

Here's how we helped Suzy:

**Amplifying Her Voice:** Suzy already had a voice, but she wanted it to resonate more powerfully. We worked with her to refine her delivery, ensuring her message carried far and wide.

**Guiding Her Charisma:** While Suzy possessed natural charisma, she needed guidance to channel it effectively. We coached her on how to harness her charisma and use it to captivate her audience.

**Cultivating Her Stories:** Suzy had compelling stories to tell, but she needed assistance in making sure they bloomed rather than withered. We showed her how to craft and share stories that left a lasting impact.

Here's Suzy's own take on her experience:

"As a business leader I am always asked to speak whether it is in the media or to give a speech. LaQuita's training and expert guidance have been impactful. She understands stories on a deep level and has been able to help me not only tell engaging stories and craft presentations, but to prepare for many media interviews. Her company, Clear Communication Academy is a leader in the speaking and storytelling space and I can understand why."

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Suzy Kanoo

CEO And President , Khalil Bin Evrahum Kanoo Company

# CASE STUDY



## Virtual Leadership in Times of Crisis - eVISO's Successful IPO Journey

**Background:** eVISO S.p.A., founded in 2012 by Gianfranco Sorasio, had been growing steadily and looking towards taking the next significant step in its business trajectory – an Initial Public Offering (IPO). By December 2020, the company was ready to make its mark on the Italian Stock Market, specifically the AIM segment.

**Industry:** Electric Power Generation, Transmission and Distribution

**Challenge:** Presenting for impact in a virtual environment.

**Solution:** In the midst of such challenges, the leadership and determination of Gianfranco played a pivotal role. The knowledge he gained from Clear Communication Academy's classes proved invaluable. These classes, focused on online communication tools and virtual leadership skills, became the backbone of the IPO process.

### Key Strategies Employed:

**Efficient Virtual Meeting Management:** Over multiple meetings with investors were held online, along with the majority of the 40+ advisory meetings, accumulating hours of zoom calls over five months.

**Optimized Visual Presentation:** Leveraging lessons from CCA's trademarked CEO Method, the correct lighting positions were employed, ensuring clear visibility and professional appearance during video calls.

**Effective Communication:** The training on facial expressions became an essential tool, enhancing the clarity and impact of messages conveyed to stakeholders.

**Virtual Engagement:** The skills learned kept participants engaged and presenting at a high level.

### Outcome:

Despite the significant obstacles, the IPO project was completed successfully, a testament to the virtual leadership displayed by Gianfranco. This leadership did not go unnoticed, with numerous advisors voicing their appreciation for his effective handling of the project.

### Testimonial:

"I had the opportunity to use all the tools learned during your classes...Every single class I attended taught me something extremely useful. Many times, during the IPO project, I received appreciation from the more than 40 advisors about the virtual leadership I was mastering. I am writing to thank you, LaQuita Cleare. You had an impact on my life."

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Gianfranco Sorasio  
President and CEO, eVISO

# CASE STUDY



## Empowering Public Speaking Through CCA's Workshops

**Background:** Ghazwa Samawi is the founder of RAYS Wellness & Nutrition.

**Industry:** Health & Wellness

**Challenge:** Fear of Public Speaking & Lack of Audience Engagement

### The Solution:

Determined to overcome her apprehensions, Ghazwa turned to Clear Communication Academy's public speaking workshops. These workshops included specialized modules on public speaking, powerful moderation skills, and leading virtual events. These workshops promised participants clarity, engagement, and most importantly, confidence in public speaking.

### Results:

**Expanded Business Offerings:** Post-training, Ghazwa was able to initiate and run health coaching group workshops for RAYS Wellness & Nutrition. The newfound confidence and skills allowed her to engage larger audiences effectively, thereby contributing to her business growth.

**Enhanced Communication in Leadership Roles:** Apart from the direct benefits to her business, Ghazwa also found an improvement in her communication skills in her role as the Spouse Partner Officer for the YPO Alpine chapter.

**Boosted Confidence:** Ghazwa not only learned the mechanics of effective public speaking but also internalized a newfound sense of confidence.

### Testimonial:

"I always had a fear of public speaking and standing before large audiences before I took LaQuita's workshops. Through her offerings, I was finally able to run health coaching group workshops for my business, RAYS Wellness & Nutrition. It even enhanced my communication skills as the Spouse Partner Officer for the YPO Alpine chapter. LaQuita is a dynamic leader who presents subjects in a clear yet engaging manner. In the end, I felt she ensured that every attendee was leaving with newfound insight and confidence into their public speaking potential."

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Ghazwa Samawi  
Founder, RAYS Wellness & Nutrition