

Client Case Studies

CASE STUDY 01 | YPO Global Business Summit (GBS)

Global peer network of chief executives | Multi-format speaker & moderator program

THE CHALLENGE

YPO's Global Business Summit brings together chief executives from around the world for a marquee, high-stakes event. Every panel, every keynote, and every mainstage moment carries the weight of the YPO brand, and the expectations of an audience of peers who are themselves accomplished..

The challenge each year is the same in shape but different in cast: a rotating group of moderators and event champions, most of whom are experienced CEOs but not professional speakers, need to run panels, lead discussions, and deliver content that feels sharp and elevated. They arrive with strong ideas but often without a shared framework for session design, question craft, or live room management.

BUSINESS STAKES

A flat panel or an under-prepared moderator doesn't just disappoint; at a member-run, member-funded global summit it directly affects attendee ratings, renewal conversations, and the reputation of the chapter leaders who sponsored the session. The bar is "only-in-YPO." Anything less is a miss.

WHAT WE WORKED ON

CCA built and delivered a multi-format preparation program spanning virtual, 1:1, and in-person training, led by LaQuita Cleare and the CCA trainer team:

- **The moderator mindset:** role definition, session tone, and setting the voice of the room
- **Session architecture:** narrative arcs, dynamic openers, closings that land, and CCA's foundational framework for audience engagement
- **The art of the question:** crafting sharper, more layered questions and mapping them to panelist types

- **Delivery and presence:** vocal and physical technique, managing dominant speakers, re-engaging disengaged panelists, and handling unpredictable room dynamics
- **Practice and feedback loops:** full rehearsals of panel openings, transitions, and questions with expert feedback on pacing, clarity, and presence
- **1:1 coaching:** individualized material review, follow-up worksheets, and personalized support for moderators and event champions

RESULTS

- Moderators arrived at GBS fully prepped to lead panels with agility, energy, and clear structure, not just host them
- A repeatable training architecture now serves both the Americas and Asia cohorts with consistent quality
- Event champions were equipped to coach their own speakers in-house, extending CCA's impact beyond the training window
- 1:1 coaching dramatically compressed prep time; one moderator completed a fully original deck in two weeks that would typically take six to eight
- Post-session feedback consistently highlighted the caliber of moderation as a standout of the summit experience

"The one that really was a game changer was helping me make specific edits to the deck without wavering on it. I have never had that kind of support, and it allowed me to complete a deck that would usually take me 6–8 weeks in 2 weeks."

Deborah Weinswig

CEO, Coresight Research, GBS Moderator & TED Talk-Style Speaker

"She's a dynamo! Loved working with Kacie, full of energy and great to be around. Lots of useful insights and precise takeaways. Confident that with the input received, we can bring our session to a new level."

Geoff Pritchard

Business Growth Consultant, GBS Moderator

CASE STUDY 02 | RYAN SPECIALTY GROUP

Global specialty insurance firm | Public speaking workshop for client-facing team

THE CHALLENGE

Ryan Specialty's team spends its days in high-stakes, highly technical conversations with clients, brokers, and internal stakeholders. Strong subject matter knowledge was never the issue. What the team wanted was a lift in the soft skills that surround technical expertise: presence, clarity, confidence, and the ability to make a message land in the room.

BUSINESS STAKES

In specialty insurance, trust is built, or lost, in how someone presents. A team that can explain complex coverage clearly and confidently wins more business and retains more clients than one that can't. Ryan Specialty wanted to sharpen that edge across the team, not just in a handful of senior presenters.

WHAT WE WORKED ON

CCA ran a full-day public speaking workshop for the team, designed to give every participant reps, feedback, and tools they could use the next day:

- **Public speaking fundamentals:** structure, clarity, and confident delivery under pressure
- **The soft skills behind technical presentations:** presence, pacing, reading the room, and making complex content land
- **Live practice with individualized feedback:** start-to-finish coaching so every participant got real reps, not just theory
- **Team-based exercises:** group work that built skill and camaraderie at the same time
- **A shared vocabulary for feedback:** language, and frameworks, the team can continue using after the workshop ends

RESULTS

- 5-star post-event rating from Ryan Specialty
- Visible, measurable improvement in every participant from the start of the day to the end
- Workshop content rated as highly relevant to the team's real-world needs, not generic training
- Stronger team chemistry and a shared communication standard for client-facing conversations
- The team left equipped to explain complex coverage clearly and confidently, the core trust-builder in specialty insurance

"The most valuable takeaways for our team were the practice and fellowship that came along with doing the training. Talking about the soft skills that come along with presenting is so important. Everyone improved from the start of the day to the end, which was great! The content of the workshop was very relevant to our needs."

Kacky Fetzer

Workshop Event Coordinator
Ryan Specialty Group



CASE STUDY 03 | DAVIDSON HOSPITALITY

Leading hospitality management company | Speaker preparation workshop for internal leadership event

THE CHALLENGE

Davidson Hospitality runs an annual internal event where subject matter experts from across the organization take the stage to share insights with peers. In prior years, content was strong, but delivery was inconsistent, speakers were deeply expert but not always practiced at making that expertise land with an audience.

Leadership wanted to raise the bar across the board: better-prepared speakers, more engaging sessions, and a measurable lift in audience experience.

BUSINESS STAKES

Internal events like this one shape culture, align teams, and reinforce what leadership values. When speakers feel flat, the message does too. Davidson needed the event to land as a signal of investment in its people and in the way the organization communicates.

WHAT WE WORKED ON

CCA delivered a two-day speaker preparation workshop led by LaQuita Cleare (March 12–13, 2024), focused on helping Davidson's subject matter experts become memorable presenters, not just knowledgeable ones:

- **Story structure:** turning deep expertise into a narrative arc that the audience will actually remember
- **Hooks and openings:** first-sentence techniques that pull the room in and earn attention before the content lands
- **Transitions and closings:** connective tissue that keeps sessions moving, and endings that leave an impression
- **Delivery mechanics:** vocal variety, pacing, stage presence, and confident use of the space

- **Audience engagement:** applied use of CCA's Engagement Code™ framework for keeping a room leaning in
- **Live practice with individualized feedback:** every speaker in the room gets reps and personalized coaching

RESULTS

- Post-event surveys identified this year's speakers as the most well-prepared and engaging in recent memory
- Speakers who attended the CCA workshop received notably higher audience ratings than those who did not, a measurable, side-by-side lift
- The internal leadership event became a stronger reinforcement of organizational culture and expertise
- Davidson walked away with a reusable speaker-prep playbook to apply to future events

"The event went famously. We consistently heard that this year's speakers were the most well-prepared and engaging in memory. The speakers who attended the workshop also had notably higher ratings in our survey than those who did not. The impact was truly measurable!"

Carl Meyers

Vice President, Learning & Organizational Development
Davidson Hospitality



CASE STUDY 04 | SMARTEMIS AG

Technology company | Custom preparatory sessions + live executive team training

THE CHALLENGE

Smartemis' executive team needed to sharpen how it communicates with clients, partners, and internal stakeholders. The goal wasn't a generic public speaking course; it was a tailored engagement that started with understanding Smartemis' actual business objectives and then built training around them.

BUSINESS STAKES

For a growing technology company, every executive conversation is a brand moment, with investors, prospects, and the team itself. Smartemis wanted a program that would raise the bar across the leadership team simultaneously, not one leader at a time.

WHAT WE WORKED ON

CCA delivered a two-phase engagement combining upfront customization with live group training:

- **Preparatory discovery sessions:** LaQuita Cleare ran one-on-one and team conversations to diagnose communication goals and identify the executive team's specific objectives
- **Custom curriculum design:** workshop content built around Smartemis' actual business context, not a generic public speaking course
- **Live group training:** Kacie led high-energy sessions that kept the whole team active, engaged, and practicing in real time
- **Applied frameworks and hands-on reps:** tools, and practice pitched to the team's day-to-day communication needs with clients, partners, and internal stakeholders
- **A shared communication foundation:** common language, and frameworks, the leadership team can continue to build on together

RESULTS

- A training program that the Smartemis team experienced as genuinely tailored, not off-the-shelf
- High engagement and energy across every live session, the whole team practicing together, not passively listening
- The executive team is left aligned on a shared communication standard for investor, client, and internal conversations
- Leadership bar raised across the whole team at once, not one executive at a time
- A foundation in place to layer on future training as the company scales

"I really enjoyed the preparatory sessions with LaQuita. The team spotted our objectives very well. We all enjoyed the live sessions with Kacie; she motivated everyone and kept us active."

Laure Gaboriaud

Chief Marketing Officer, Smartemis AG

Ready to put your team on stage?

Clear Communication Academy designs custom programs for executive teams, event speakers, moderators, and client-facing professionals. From single-day workshops to multi-format, multi-month programs, we help your people communicate in a way that's memorable, engaging, and true to who they are.

TO EXPLORE A PROGRAM FOR YOUR TEAM, CONTACT CCA:



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