

TRANSFORMATIONAL PRESENCE



Babies have it.

Great Actors do too.

So can you.





WHAT IS “TRANSFORMATIONAL PRESENCE?”

Let’s face it: You can’t take your eyes off a baby. That’s because they are completely and comfortably present in their tiny little body, inhabiting the moment like it’s nobody’s business. They’ve got what I call Transformational Presence, which I define as “a person’s ability to deeply transform and affect others by being genuinely and passionately present.”

The greatest actors, leaders and speakers exude a Transformational Presence that leaves an indelible impression both on and off the stage.

You were born with Transformational Presence. It’s just grown dim over time, like the embers of a fire, waiting for you to stoke it into full flame.

You know it’s there... you feel it from time to time, in moments of flow, ease and grace that leave you wanting more. Like a golfer, whose occasional perfect shots keep them striving through a summer of mediocre golf, you keep going, wanting to feel the glimmer of Transformational Presence again.

But Transformational Presence can be elusive. In order for it to become consistent, something you can rely on, it needs the gentle assist of a guiding hand...an outside witness who can see it, label it, and give you the tools to continuously embody it. Actors understand this. That’s why they work with trusted directors, coaches and teachers to be the best they can be. Great Athletes, like golfer Tiger Woods, understand this too. They know that, if they want to become—and remain—the best at their game, they need the support and guidance of an expert, intuitive coach. Because a coach, a trainer, a director can see what you can’t see yourself: What’s holding you back, and what can propel you forward. Transformational Presence is



fueled and maintained by following the 5 Commandments of Great Acting Great Speaking and Great Leadership: Know Thyself, Be Thyself, Prepare Thyself, Turn Thyself on (so you can Turn Others On) and Commit Thyself. These commandments form the basis of my work as a coach, trainer and speaker. And they can help you fan the flame of your Transformational Presence so it becomes a roaring, consistent fire... a fire that transforms what it touches, making your message as irresistible as, well, a newborn baby.

WHO IS ELENI?



I'm the founder and CTO (Chief Transformational Officer) of The Eleni Group. And as a professional actress, nationally touring singer, songwriter and recording artist, I spent over 20 years learning how to bring my unique Transformational Presence

to interviews, auditions and performances on countless stages across the nation. I learned the tools of my craft under the expert tutelage of master teachers at Brown University (where I earned degrees in both Theatre and Semiotics) and in New York City and Hollywood. As the go-to presentations skills coach and trainer in the Ann Arbor/Greater Detroit area since 2003, I've helped catalyze Transformational Presence in hundreds of individuals at companies ranging from General Motors to entrepreneurial start-ups. As a motivational speaker, (and an enthusiastic member of the National Speakers Association—I'm a past president of its Michigan chapter) I challenge myself to walk my talk and embody Transformational Presence whenever I step onto the speaking platform.



WHAT IS THE ELENI GROUP?

The Eleni Group (formerly SPEEK) is a collection of services designed to help you speak and present with more confidence, and to take action to realize your full potential. Each service is designed to spark and strengthen your Transformational Presence, and promote lasting change. Through personalized coaching or group trainings, I can help you

- Elevate your speeches and presentations for more impact and influence
- Pitch your product or services with more conviction
- Motivate your team to take action on a daily basis
- Interview for a new position with greater confidence
- Create what you want in your work and life

Through my keynote performances, I inspire your people to re-connect with their purpose, re-commit to what they're passionate about, and lead out with Transformational Presence.

WHY USE ACTING TECHNIQUES?

Because they work! Acting techniques are not only what I know, but what I know are most effective. Just ask the hundreds of satisfied clients who have used these techniques to bring greater confidence, presence and impact to their presentations and their lives. Besides, acting techniques are fun, and fun makes learning easier.

COACHING

Individual private coaching has been the cornerstone of my work since I hung out my shingle in 2003. In private meetings, face-to-face, or via SKYPE, I help you polish your specific speech or presentation or work on other communications issues such as: fear of public speaking; bringing greater texture, color or command



to your voice; or embracing a more confident verbal presence at meetings. You'll leave your sessions with an enhanced, positive self awareness of your communication skills and a personal toolkit of easy-to-use techniques tailored to your needs that will help you confidently embody your unique Transformational Presence – whether you're speaking to one person or one-thousand.

“Eleni is a unique coach, wise and self-assured. Her practical skills, insight and sharpness of mind effectively improved my presentation and communication skills, and also helped me examine deeper issues concerning my life path, both professionally and personally. She has an instinctual understanding of the core issues, giving actionable suggestions while still respecting her client's ultimate choice of action.”

—RALPH FENN, M.D.

“Lively. Fun. Informative. Affirming. Dynamic... In- depth, thoughtful, strength-based support to take your public speaking to the next level ... using the gifts and skills you already have. Eleni doesn't ask you to become someone you aren't ... she helps you grow to your full you.”

—AIMEE STERK, PROGRAM MANAGER,
MICHIGAN DISABILITY RIGHTS COALITION

EXECUTIVE LEADERSHIP COACHING

Transformational Presence can turn a good leader into GREAT one. That's why I offer the Eleni Group (T.E.G.) Executive Master Level Coaching Series— Exclusive, transformative, high-level coaching for executive leaders who want to radically increase their ability to motivate, persuade and influence others ... from the speaking platform to the boardroom.



“Our coaching sessions have helped me tap into a deeper level of leadership, where being able to articulate and communicate at the level of meaning is much more fluid and natural. She has helped me add a new dimension to my work that after 17 years I did not know was there.”

—FARIDA ALI, CEO, DYNAMIC COMPUTER CORPORATION

GROUP TRAINING

As a young actor, I witnessed and experienced life-changing breakthroughs in performance within the group dynamic of my acting classes. I witness similar breakthroughs when I conduct group training—which is why I believe it’s some of some of the most powerful and transformative work I do. My group trainings are an exhilarating, interactive outside-the-box combination of lecture, performance and hands-on, theatre-based exercises. Not only do they help participants embody their Transformational Presence so they can more effectively pitch or present a product or service, they build trust and community between team members.

Topics include:

- Be Here and Be Heard: Think Like an Actor, Speak Like a Pro
- Once Upon a Time: Telling Stories That Stick and Sell
- Improvisation Techniques for Spontaneous Speaking

“One the best days of staff training I have ever experienced in a business career spanning over forty years.”

~RANDALL CHARLETON, EXECUTIVE DIRECTOR,
TECHTOWN, DETROIT

“One of the best received classes we have ever had in our facility. All the attendees specifically asked us to run this training again and felt that it should be a requirement for anyone who gives presentations as part of their job.”

—ROXANNE SHEPARD, TRAINING SPECIALIST,
BORG WARNER AUTOMOTIVE



FOR WOMEN

If you're a woman who wants to stop playing small, be taken more seriously in the workplace and re-kindle your Transformational Presence, I have programming just for you, including:

- BlueSkyCoaching (life and career)
- STOP PLAYING SMALL seminars, keynotes and work shops designed to help women use their words, their voice and their body language to let others know they mean business.

“Eleni offers a rare coaching style that really challenges you to dig into fear and emerge on the other side a better person, not just a better employee. Through my time with Eleni, I found my complete professional self, which, incidentally, lead me to find my complete personal self. Eleni has a gift for helping people overcome fear and be truly moved by their work.

—REGAN BORTON, THOMSON-SHORE

“... a warm, supportive guided tour of self-discovery... Each encounter leaves me stronger, more confident and more of who I innately am... I am more “me” because of Eleni...”

—KAREN ANDREWS, CHIEF DEVELOPMENT OFFICER,
MCKINLEY, INC.





KEYNOTE PRESENTATIONS

There's nothing I like better than embodying the Transformational Presence I teach by speaking to organizations and associations across the country. I offer three keynote presentations designed to raise the roof at your next conference or convention—**Touch the Sky** (my flagship program), **Stop Playing Small** and **Think Like an Actor, Present Like a Pro: Creating Transformational Presence on the Speaking Platform**. The latter not only provides the practical tools you need to embody your Transformational Presence, it motivates you to implement them—on and off the speaking platform.

“One person told me “this is the best keynote I’ve seen in all the time I’ve been coming to the MHPCO Symposium.” People were commenting to the MHPCO staff during the entire conference what a great presentation it was and could we bring you back next year!”

—LISA ASHLEY, PRESIDENT AND CEO MICHIGAN HOSPICE
AND PALLIATIVE CARE ORGANIZATION

Are you ready to stop playing small? Are you ready to embrace your Transformational Presence? Let Eleni and the Eleni Group of services help you make the difference you were born to make-- both on and off the speaking platform!

Ready for a conversation?

Call 734-622-0522

Or write to booking@theElenigroup.com

For more details about individual services, including videos of Eleni “in action”, visit www.theElenigroup.com



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