



In his roles as coach and trainer, Bill Steele has been showing BRODY clients the way to stronger presentation skills since 1992. Focusing exclusively on presentation and facilitation skills, has given him a depth of understanding that takes clients beyond their learning expectations. His coaching feedback gives training participants the unique insight that only a true expert can provide.

High marks from clients are the norm. Bill's career, which began in sales promotion, has included advertising agency management, consumer research, consulting, and the simultaneous management of multiple business associations.

He was chosen throughout his career to lead presentations, resulting in a wealth of experience persuading audiences on subjects ranging from the technical to the creative, from business/financial plans, to advertising and special events. Bill's senior management experience enables him to coach with credibility at all levels, and his research has given him first-hand experience explaining technical data to nontechnical audiences.

Asked by one of BRODY's *Fortune* 100 clients to develop speaker training for its leaders, Bill created *Speaking to Lead*, devoted to the art and science of inspiring audiences to embrace change. Bill's research in this area has led to individual coaching of business leaders who are challenged to inspire their audiences with a compelling vision.

Bill is a graduate of the University of Colorado business school. He has also studied psychology at Bowling Green State University. Bill's expertise on presentation skills has appeared in *SellingPower*, and the book *Speaking is an Audience-Centered Sport*. His own book, *Presentation Skills 201: How to Take it to the Next Level as a Confident, Engaging Presenter*, was released in 2009. In July 2007, he was featured on "Viewpoints" – a half-hour syndicated weekly radio magazine -- where Bill discussed the 2008 Presidential race, sharing effective public speaking tips for the candidates.