

# Quentin Steele

## COMMUNICATIONS

### Perfecting the Power of Persuasive Speech



In business negotiations, strong communication skills can distinguish a contender from the pack and clinch the deal.

“Good communication skills are essential—not just in professional settings, but in everyday interactions,” says Quentin Steele, a public speaking coach.

“Most of my clients already have some degree of speaking experience. But they are motivated to improve their presentation skills because a job promotion or career change requires a higher level of communication.”

Steele’s business offers three types of instruction — corporate, group and individual — and a guarantee to become a better speaker in just two days. Does it work?

Fred Forrer, CEO of MGT of America, a management consulting business, thinks so. He underwent a session and then hired Steele to train staff members in Sacramento,

Austin and Tallahassee. “We wanted to boost the confidence of those people who weren’t comfortable giving presentations and refine the skills of those who were.” Forrer says the training also acted as a team-building exercise. “Because it was a group session, each person had to stand up in front of peers and deliver speeches. It created an appreciation of what each person has to offer.”

During his session, Forrer says he gained insight in one particular area. “I’m an ‘um-er.’ I have a tendency to say ‘um’ in my speeches. Now I’m comfortable allowing silent gaps instead of feeling I need to fill them with my voice.” And when he forgets, his associates are happy to point out his ‘ums.’ “It’s helpful. After all, the way you present is just as important as what you present.”

Want to refine your speaking skills? Visit [qsteele.com](http://qsteele.com) for more information.



PHOTOS: Quentin Steele (top) leads a training workshop.