

# 1<sup>st</sup> Impression Consulting, Inc.

## INSIDE SCOOP TESTIMONIALS

*"One of the unique skills you brought to the training was your ability to demonstrate each of the communication techniques. It made the material more credible and believable to the audience since they could see, firsthand, how effective the communication techniques are. The immediate change in their behavior was amazing."*  
~ Coca-Cola Enterprises, Incorporated

*"This highly interactive workshop focused on powerful skills and techniques to enhance and maximize my abilities to be more effective as a leader and communicator. 1st Impression Consulting, Inc.'s engaging delivery and coaching style left all of us attending the workshop wanting more!"*  
~Kohl's

*"1st Impression Consulting, Inc. brings such sincerity, enthusiasm and an incredible ability to model the desired behavior in a re-creatable fashion. I have already witnessed positive results specifically with posture enhancements and complete visual aid changes. Each has a heightened sense of awareness as they communicate in formal settings and with their clients."*  
~ Novartis Animal Health US, Inc.

*"Thanks to your practical skills and techniques on enhancing my communication, my panel discussion went great!!! Wow, as I sat throughout the morning and watched the other panels I noticed so many distractions and problems as these individuals spoke. Your tips helped immensely, and helped me to convey confidence and knowledge in what I was speaking about."*  
~Leo Burnett USA, Incorporated

## SPEAK TO BE HEARD! Influencing Others to Take Action!

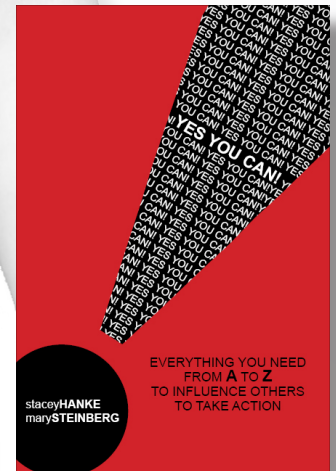
Topics are customized for keynote, breakout sessions, one- and two-day workshops and private consultations

Want to influence others to take action? Get ready to be blown away with a quick read that can change the way you communicate forever. Stacey's book will give you practical and immediate skills and techniques for all face-to-face communication situations.

You will learn how to:

- Use your attitude as the foundation to get what you want.
- See yourself as others see you.
- Change your behavior to communicate at your best.
- Focus on what is important to your audience.
- Practice to make these changes permanent.
- Get results.

meet **Stacey Hanke**  
Expert, Author and Speaker





**1st Impression Consulting, Inc.** focuses on maximizing communication skills, changing behaviors and improving results. We have coached executives and business leaders of Fortune 500 companies from the medical industry to advertising firms to the financial industry and everyone in between.

We continually receive rave reviews from clients on the value of the skills and techniques that are immediately transferable to their jobs. Our custom-designed programs incorporate real situations from work environments that focus on practice and retention, adult learning methodology and measurable objectives.

As a result of our practical and immediate skills, you'll possess a clear understanding of how to ultimately achieve your objectives of confident, persuasive delivery of concise, compelling messages that trigger increased listener involvement and attention. Our commitment to you is simple:

We are looking out for your success!

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**1st Impression Consulting, Inc.**  
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## BIOGRAPHY

Stacey is author of the book; *Yes You Can! Everything You Need From A To Z To Influence Others To Take Action*. Her book provides practical and immediate skills and techniques that have given thousands the ability to be at their personal best in all face-to-face communication.

Stacey helps individuals eliminate the static that plagues communicative delivery - to persuade, sell, influence and communicate face-to-face with a clear message. She has trained over **15,000** people to rid themselves of bad body language habits and choose words wisely. She has delivered over **500** presentations for business leaders in the financial industry to the healthcare industry to government and everyone in between. Her client list is vast from Coca-Cola, Kohl's, United States Army, Navy and Air Force, Leo Burnett, AT&T and the FDA.

She has inspired thousands as a featured guest on media outlets including; SmartMoney magazine, Business Week, Lifetime Network, Chicago WGN and WLS-AM. She is also a:

- Member of National Speakers Association
- Featured author of the book, *Conversations On Success*, on which she partnered with *Chicken Soup for the Soul's Jack Canfield and Fish Philosophy author John Christensen*
- 2009 Recipient of the University of Wisconsin Eau Claire Alumni Award
- Member of the National Speakers Association. Stacey was one of six speakers selected to present at the 2008 NSA Convention in the category "Top Six Under Forty"
- Member of the small business panel for USA Today
- Board member of St. Jude's Auxiliary Board for the Children's Research Hospital

Whether you find Stacey delivering a keynote, coaching a CEO on the art of presenting or changing participants' communication behavior, you will understand why clients keep coming back as a result of her practical strategies and concepts. *"Your techniques and concepts have proven valuable in all aspects of my business, from making presentations to interacting with clients."* *"I felt challenged to grow to the next level of communicating."* *"The concepts you showed me on developing my message will help me to achieve my goals."*

Be aware: her energy, drive and passion for communication are contagious. She will lead you through an experience that allows you to captivate, engage and connect with your listeners to get them to take action.

## CUSTOMIZED PROGRAMS

### Speak To Be Heard!

*Influencing Others to Take Action*

How will you influence your listeners to act on what you have to say? Whether you're influencing through a presentation, meeting, sales call, conference call or face-to-face conversation how you deliver determines whether or not others see you as credible, knowledgeable and trustworthy. Without doing this effectively, you inhibit your maximum potential to: influence, increase profits and cultivate long-term relationships. This highly interactive session will help you eliminate the static that plagues communicative delivery - to persuade, sell your ideas, influence or simply effectively communicate face-to-face with a clear message.

### The Art of Coaching

*Building a Peak Performance Team*

We're hearing a lot about corporate coaching and with good reason: Comprehensive studies have shown that when training is followed by coaching, productivity increases by 88 percent. The Art of Coaching delivers lifelong strategic tools for improving productivity and the effectiveness of both individuals and teams.

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### Catch the Energy!

*Inspire the Fire*

You can only begin to manage others' attitudes when you're able to manage your own. Learn how to focus attention on a specific decision or challenge by asking the right questions so you and your team manifest your own strategies. You'll gain tools for focusing on behavior not attitude, listening to the why behind the employee's words to uncover strengths and areas of improvement, and prioritizing which behavior must change first. Motivation is an inside job: to spur anyone to take action, a clear motive must exist from within.

### Last Customer Standing

*Inside Your Customer's Mind*

You know that the frustrating lack of personal attention in business is causing a rebellion that may be your golden opportunity. This program is based on one simple but very effective principal: "Revolve your world around the customer and more customers will revolve around you." Focus on them and reap the bottom-line rewards.

This targeted presentation will teach top-level management to:

- Recognize their service style and skillfully apply it to their customer base
- Develop a pervasive and strong service culture
- Modify verbal and non-verbal messages for maximum effectiveness
- Increase and maintain customer loyalty
- Be clear, concise and specific when communicating standards and expectations

With the advent of technology, companies can treat people the way they do not want to be treated more easily than ever. This program will help you bring real human-to-human service back to your business.

### Executive Private Consultations

For the busy Executive looking for immediate results designed around their individual communication needs.

## CLIENT LIST

AT&T  
Alliant Energy  
American Association of Advertising Agencies  
American First Credit Union  
American Health Information Management Assoc.  
American Society for Training and Development  
Arnold Worldwide  
Circle K  
Coca-Cola Enterprises, Inc.  
Credit Union National Association, Inc.  
Defense Commissary Agency  
Deloitte  
Digitas  
Food and Drug Administration (FDA)  
H.D. Vest Financial Services  
Hewlett Packard  
Illinois Association of Realtors  
Incentive Marketing Association & MPI Motivation Show  
Johnson Controls  
Kansas Hospital Association  
Kohl's  
Leo Burnett  
Loomis, Sayles & Company  
Meeting Planners International (MPI)  
Meridian Capital Partners, Inc.  
Milwaukee Electric Tool Corporation  
National Gypsum  
Newedge USA, LLC  
Novartis Animal Health US, Incorporated  
Pearson  
Principal Financial Group  
Robert Bosch Tool Corporation  
Ryland Homes  
Segall Bryant & Hamill  
Spark Communications  
StarCom MediaVest Group  
Trading Technologies  
TransUnion  
University of Chicago  
University of Iowa  
U.S Army Installation Management Command  
U.S. Navy Fleet & Family Support Center  
Werner Company