

## APPROACH BUILD ESSENTIAL CAPABILITIES

The single most important skill in business is the ability to communicate effectively.

Companies focus a lot on “what we know”. Of course ideas, information, products, technologies, subject matter expertise, and market info is key to growing any successful business. However the importance of “how we communicate what we know” is most often undervalued. Invisible Elephant helps businesses develop this essential capability.

### MASTER “INVISIBLE ELEPHANTS”

The term “elephant in the room” refers to an unacknowledged factor that is substantially influencing the desired outcome. When we address the “invisible elephant” the success of our efforts become possible.

IE programs and coaching develop the four skill sets – the invisible elephants – that are crucial to successful business communications.

### EFFECTIVE DELIVERY

Leverage your natural style to project confidence, credibility, and professionalism. Eliminate distractions, and maintain focus with effective physical behaviors – eye contact, vocal intonation, posture, gestures, use of space, etc.

### COMPELLING & MEMORABLE CONTENT

Be clear, succinct, and persuasive. Develop a listener-focused plan for appropriate levels of detail, visual support, notes, and documentation.

### INTERACTION & CONFLICT MANAGEMENT

Cultivate listener engagement, facilitate stakeholder buy-in, and handle difficult questions to keep conversations forward moving.

### LISTENER ADAPTABILITY

Adjust your approach to meet diverse listeners, and apply skills effectively to various communication vehicles – telephone, e-mail, web and live meetings, formal and informal presentations.

**Master these “invisible elephants” to transform unconscious liabilities into conscious strengths and support for your goals.**

## SKILLS CREATE LASTING CHANGE

IE consultants facilitate dramatic and lasting change through sophisticated use of presentation modeling, personal coaching, interactive exercises, rehearsal, role-plays, reinforcement practices, and extensive videotape feedback.

### INVISIBLE ELEPHANT PROGRAMS

#### LEADERSHIP COMMUNICATION

- Executive Coaching
- Targeted Skill-Building for Executive Teams
- Spokesperson Training: Business Center, PR, Press & Media
- Message Strategy & Creation

#### BUSINESS COMMUNICATION & PRESENTATION SKILLS

- Mastering Presentations
- Effective Technical Presentations
- Creating Compelling Business Stories
- Get to the Point – Webinar on content for speaking and writing
- The Physicality of Communication – Webinar on the mechanics of confidence

#### INTERACTION & CONFLICT MANAGEMENT

- The Art of Productive Conflict
- Dynamic Business Communicator
- Delivering to Executives & Challenging Customers
- Command the Dynamics of Interaction – Webinar

#### CREATIVE PERSONAL EXPRESSION

- I.M.P. Training – Improvisation, Mindfulness, and Personal Expression
- The Great Escape – from Self-Consciousness to Self-Expression
- Building Connection within Diverse Teams



“The way  
that an  
idea is  
expressed  
is as  
important  
as the  
idea itself.”

PETER ROSSELLI  
PRESIDENT  
INVISIBLE ELEPHANT

**IE TEAM**  
ACCESS A WEALTH OF EXPERIENCE

**CONSULTANTS**

Invisible Elephant consultants bring a creative, personal, supportive, and results-oriented approach to their work. They are exceptionally experienced, and collectively embody a formidable depth and breadth of expertise. They are committed to promoting lasting, life-changing impact in their clients that consistently surpasses goals and expectations.

**FOUNDERS**

Karen Roeper and Peter Rosselli have collaborated for over 20 years as consultants and educators, both nationally and internationally. They have integrated their experiences in organizational and leadership development, communication and presentation skills training, executive coaching, corporate management, facilitation skills, counseling psychology, expressive arts therapies, mindfulness training, and performance technology to create a highly unique approach to personal and professional learning and development.

**PRESIDENT**

Peter Rosselli has been an innovator in Business Communications and Personal Expression training for over 25 years. As a course designer and coach, he has worked directly with over 15,000 individuals. He has prepared CEOs for television interviews, worked with executive teams in developing strategic corporate messaging projects, and conducted hundreds of skills development programs for all levels.

Prior to IE, Peter co-founded Cor Communications LLC, specializing in Diversity training. He developed curricula for Decker Communications Inc. Together with his wife and co-founder Karen Roeper he taught classes at Esalen Institute in somatic awareness training. He has guest lectured at Stanford University, UC Berkeley, and the National Technological University.

Peter completed his undergraduate work at UC Berkeley, graduate studies at JFK university, and has trained extensively in personality and social styles systems. He has spent a lifetime studying expressive arts beginning with music studies at age six, and began conducting workshops in improvisational movement and theatre in 1985. For over 30 years he has maintained intensive studies in Mindfulness meditation practices.

Peter loves the spaciousness and peace of the ocean, and so feels blessed to live in Muir Beach, California with Karen. They proudly have one grown son Jamey, a lovely daughter-in-law Amy, and two beautiful granddaughters with whom they spend as much time as they are allowed.

**CLIENTS**  
PARTNER FOR SUCCESS

For over twenty years, Invisible Elephant consultants have worked with Fortune 500 companies, small businesses, and individuals, helping them to differentiate competitively, and to achieve their highest and most ambitious personal and business goals. Following is a partial list of clients for whom IE consultants have provided services.

- AT&T
- Basic American Foods
- CALottery
- Cisco
- DPR Construction
- EBay
- eSignal
- ExteNet Systems
- Hitachi
- HP
- IBM
- IRS
- Impinj
- InVision Communications
- Kaiser Permanente
- NASA
- Oath, Inc.
- OpenX
- Salesforce
- SustainLane
- St. Joseph's Hospital
- Yahoo!

**Engage Invisible Elephant to help you think strategically about ways to advance key communication skills capabilities within your organization.**



**"We truly appreciate all that you bring to your work, and I know first-hand how much care you take with each person. Thanks for making us a BETTER COMPANY!"**

JAMES ELSEN  
PRESIDENT & CEO  
SUSTAINLANE

**"Videotaping is always a plus. Working with our actual content was HUGE. Excellent job."**

SCOTT A.  
JOHNSON  
VP, GLOBAL SERVICE  
AND EDUCATION  
ESIGNAL