



Do you communicate trust?

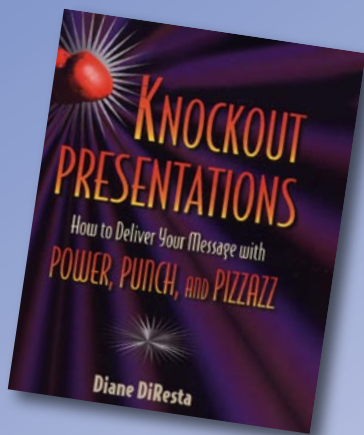
Do you convey confidence and credibility?

What do great leaders know that others don't?

# Diane DiResta

Communicating With Impact!

Diane DiResta is more than an executive speech coach, media trainer, and professional speaker. She's the author of the Amazon.com best-selling guide to communicating with impact, *Knockout Presentations: How to Deliver Your Message With Power, Punch, and Pizzazz*.



## Exec-U-Lead Coaching MORE SUCCESS FOR YOU AND YOUR COMPANY

Exec-U-Lead is ideal for high achieving leaders who want to be more effective:

- Projecting executive presence
- Presenting
- Listening
- Selling
- Networking
- Facilitating meetings
- Gaining buy-in
- Creating team relationships
- Communicating to the media
- Leading and managing

### Results You Can Expect:

**You will have high trust relationships** with your team, staff, sales stars, and outside the company too.

**You will be more credible** with your team, with your clients, with the media.

**You will be more confident** in meetings, in selling, with board members.

**You will be more powerful** to others, to yourself, and in the results you can get.

**You will know the secrets to a powerful network** that will expand your success exponentially.

**You will communicate with strength and authority** on the phone, in person, in your market opportunities.

### How Coaching Works:

There is a three part magic formula when it comes to your personal **EXEC-U-LEAD** coaching.

**Part 1:** The assessment phase. This is a quick and easy way to discover your needs. What are the areas of strength to be exploited and the areas of weakness to be rapidly developed? It is easy to find out fast.

**Part 2:** Totally customized coaching. Here we spend several sessions making sure that the new strategies are applied and perfected. Touch base phone calls in between sessions help you keep on track and troubleshoot problems.

**Part 3:** Follow up and celebrate our coaching wins! Here is where you get to share all your successes. In only a few weeks you have seen a dramatic improvement in skills, performance, and confidence.

**Ask about Group Coaching.**

"I was calm, confident, and poised throughout the last presentation. I credit my new level of comfort to our sessions working together."

G. SIKORSKI, MERCK MEDCO

DiResta Communications, Inc.

718-273-8627


[www.diresta.com](http://www.diresta.com)

[diane@diresta.com](mailto:diane@diresta.com)

P.O. BOX 140714  
Staten Island, NY 10314  
USA

(International Dialing # 011)



 Call now for a **FREE** phone consultation!

## Diane DiResta

Works with powerful people to make them even more powerful! She has the Midas Touch when it comes to bringing out the very best people have to offer and fast.

"The day after your program I used your techniques to persuade our senior group to approve my committee proposal. Now I keep your outline at my fingertips."

**A. BEHRINGER, DIRECTOR, HIP HEALTH PLAN OF NEW JERSEY**

You probably saw her on CNN or in her many live appearances. She is also a sought-after coach known for building executives into power leaders with her Exec-U-Lead program.

Diane accepts a few special leaders and sales stars to help them reach the highest levels of success for themselves and for their organizations. She has been quoted in *The New York Times*, *The LA Times*, *Newsday*, *PR News*, *Business Week Online*, *Darwin Magazine*, *Entrepreneur*, *Investors Business Daily*, *Sales & Marketing Management*, *Sales & Marketing News*, *Selling Power*, and *Gannett Press*. For over 10 years she has been President of DiResta Communications, Inc., a firm dedicated to the training of winners in leadership and sales.

Diane holds a Masters Degree from Columbia University, is a graduate of Coach University, and past President of the NYC chapter of National Speakers Association. She is the author of *Knockout Presentations*, which consistently makes the top ten list of best-selling presentation books on Amazon.com.

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718-273-8627

**www.diresta.com**  
diane@diresta.com

P.O. BOX 140714  
Staten Island, NY 10314  
USA  
(International Dialing # 011)

# Author, Speaker, Coach!

## Educational Resources:

### Books:

*Knockout Presentations: How to Deliver Your Message with Power, Punch, and Pizzazz*

*Conversations on Success*

### Ebooks:

*Dealing with the Media*

### CDs:

*How to Give an On-Line Presentation Listen and Sell*

*Present with Power*

**Online Newsletter:** *Impact Player*

### On-Line Courses:

[www.youachieve.com/diresta](http://www.youachieve.com/diresta)

## What Clients Are Saying:

"My speech was voted the best presentation for my association meeting. Your program gave me the confidence."

**S. Carbone, Vice President, General Manager, Resolution Graphics, Division Of Grey Direct**

"Priceless training. I now leave with the confidence to succeed in any media interview."

**T. Murphy, Team President, Columbus Riverdragons, NBDL**

"You're a true expert. Since your training, we're having more effective sales calls and are gaining more support from both our new and existing account base."

**M. Henwood, Regional Sales Manager, Boise Cascade**

# MORE SUCCESS FOR YOU AND YOUR COMPANY



**Call now for a FREE  
phone consultation!**

## Partial Client List

- AT&T
- Alliance for American and Russian Women (Russia)
- American Banker
- American Management Association
- Boise Cascade
- Business and Professional Women
- Central Hispano Bank
- Centre Solutions, division of Zurich
- Chase Manhattan Bank
- CNNfn
- Copernicus
- Copesan Services
- Cornell University
- Donnellon
- Exec-U-Net
- Furman Selz
- General Electric
- Goldman Sachs
- Grey Advertising
- Grey Direct
- Helena Chemical Company
- HIP Health Plan of New Jersey
- Hospitality, Sales & Marketing Association
- Housing Authority Insurance (HTVN)
- Housing Television Network
- JP Morgan
- Lee Hecht Harrison
- Marriott Hotels
- Merck Medco
- NW Ayers
- National Basketball Association
- National Speakers Association
- New York Life Insurance
- New York Society of Association Executives
- New York University
- Omni Hotels
- Rapp Collins
- Reliance National
- Reuters America, Inc.
- Royal Bank of Scotland
- SE Banken
- Sea-Land Services
- Skadden Arps
- Society of Human Resource Management
- Society of Insurance Trainers and Educators
- Staten Island Chamber of Commerce
- Staten Island University Hospital
- Tiffany & Co.
- U.S. Army
- Wagner Stott Mercator
- WNBA