

**Red Cup Presentations** is a division of Red Cup Learning, Inc. and is dedicated to moving decision makers to action through presentation skills training and coaching.

#### Executive Coaching

Executives value the perspective of someone outside of their business context. They appreciate confidentiality and directness and value constructive feedback that is directly applicable to both their business strategies and personal lives.

#### UPFRONT Persuasion Through Presentation

This premier in-class presentation workshop is designed to develop and refine the basic skills of constructing and delivering a persuasive presentation.

#### Virtual UPFRONT Presentation Series

This five-part training is conducted virtually and designed to develop and refine the basic skills of preparing, constructing and delivering a persuasive presentation virtually.

#### Virtual Present2theTOP Series

This presentation skills series focuses on the critical skills needed to move high level audiences to action.

#### Team Presentation Coaching

Working with small groups on a specific project is one of the fastest ways to gain alignment, prepare and rehearse.

#### Virtual meetingsUPFRONT Series

This meetings management series is designed to improve the effectiveness of any business meeting.

#### Virtual Slide Design Makeover or Lab

This virtual workshop transforms dense technical slide decks into clear, concise and compelling slides by applying key design principles that effectively complement a persuasive presentation. The makeover lab allows participants to modify their own slides and present the newly designed slides for feedback.

## BIO SUMMARY

### Judie J. Knoerle

Owner - Red Cup Learning, Inc.

Distributor Partner - Partners In Performance - Canada



*"People love to learn. They learn best in a safe, interactive environment that promotes experimentation with new skills and concepts that apply directly to their business and personal lives. Strong presentation skills are transformative, confidence is infectious, and persuasion moves decision makers to action."*

This is the focus of the Red Cup coaching sessions, webinars or seminars.

#### EXPERIENCE

Judie Knoerle is the owner of Red Cup Learning, Inc., a Wisconsin-based training company concentrating on virtual and classroom presentation skills training and coaching. She is the author and facilitator of this globally recognized, best-in-class presentation skills program, UPFRONT Persuasion Through Presentation with certified facilitators around the world.

She specializes in working with executives, scientists, engineers and salespeople who deliver critical corporate messages, internally or externally. Her experience over the past 35 years has connected her to VPs and CEOs in the chemical, beverage, financial, high tech and medical industries throughout the country.

Her degree in counseling education has provided her with the proper skills to be direct and supportive - a refreshing approach for clients in need of honest feedback in a stressful situation. Her focus is to improve the professional presence of anyone asked to present information and persuade an audience to action.

#### FACILITATION EXPERTISE

- ◆ Persuasive Presentation Skills
- ◆ Coaching and Consulting
- ◆ Meeting Management
- ◆ Virtual Training/Presentation
- ◆ Facilitation and Design

#### AUDIENCES

- ◆ Executives/Senior Management
- ◆ Engineers/Scientists
- ◆ Sales and Marketing Teams
- ◆ Realtors
- ◆ Attorneys

#### VIRTUAL AND INSTRUCTOR LEAD TRAINING EXPERIENCE

- |                                  |   |
|----------------------------------|---|
| ◆ <b>High Tech</b>               | Hewlett-Packard, Intel, Carousel Industries, Microsoft              |
| ◆ <b>Government</b>              | National Laboratories, FDA, Federal Reserve Bank                    |
| ◆ <b>Health Care</b>             | Thermo Fischer Scientific, Novartis, AMITA Health                   |
| ◆ <b>Publishing</b>              | Thomson Learning, Wolters Kluwer                                    |
| ◆ <b>Bio Tech</b>                | ABSciex, Johns Hopkins APL, Syngenta                                |
| ◆ <b>Mfg. &amp; Construction</b> | Kuraray, Chemical Companies, Beverage Company , Oil Company, Belden |
| ◆ <b>Education</b>               | Kendall College, Keller Graduation School of Management             |

#### EDUCATION AND ASSOCIATIONS

BS in Social Science with a master's degree in Educational Psychology. Member of Cambridge Who's Who among Executives, Professionals and Entrepreneurs, Business by Referral, National Association of Professional Women and P.E.O., a women's philanthropic educational organization.

