



Larry Tracy

Larry Tracy is one of the top presentation skills trainers/coaches in the country. Tracy Presentation Skills has been cited as such in the Information Please Business Almanac and Sourcebook, published by Houghton-Mifflin and What to Say When You're Dying on the Platform published by McGraw-Hill. The latter described him one of the nation's leading authorities in training presenters to face resistant and skeptical audiences.

In July 2005, he will be on the cover of American Speaker magazine, the most prestigious publication in the US on the subject of public speaking. His January 2005 speech "Taming Hostile Audiences" to the National Speakers Association, Washington, D.C. Chapter will be profiled as a model for all speakers in blending content and style. The speech was also published in the March 1, 2005 Vital Speeches of the Day, along with speeches by President Bush and Federal Reserve Chairman Alan Greenspan.

Larry's website, www.tracy-presentation.com, as of May 2005, has been in the number one position on Google for eight consecutive months for "persuasive presentations." His book, The Shortcut to Persuasive Presentations, distills the techniques he teaches in his executive workshops, including the strategy and tactics of handling high-pressure communication challenges. He specializes in showing clients how to communicate with difficult audiences in a non-confrontational manner leading to a win-win outcome. This is especially vital in emergency situations where tensions are high.

The Department of State recently contracted with him to design and deliver a program on communicating effectively with demanding audiences for nine spokespersons of the Government of Iraq. The Iraqi officials rated Larry's training as the high point of their visit to the United States.

An area of increasing emphasis in Larry's training program is working with IT professionals required to deliver presentations to senior executives who must make decisions and authorize purchases based on these presentations. The purpose of Larry's training is to enable these IT experts to translate highly-technical information into an easily understood "bottom Line."

He is a retired Army colonel, and at one time served as Chief of the Defense Intelligence Agency's Presentations Branch, responsible for daily intelligence briefings to the Chairman of the Joint Chiefs of Staff and the Secretary of Defense. The State Department subsequently requested his assignment to the Department. He spoke and debated almost 400 times before some of the most demanding, hostile, audiences in the US, leading President Ronald Reagan to hail him as "An extraordinarily effective speaker."

He has appeared on numerous television programs, including Crossfire, Nightline, and CNN World news. A graduate of St. Joseph's University in Philadelphia, he holds an MA from

Georgetown University, and is a graduate of the U.S. Army Command and General Staff College and the Inter-American Defense College.

He speaks fluent Spanish, has lived in Argentina and Bolivia, and is a frequent guest on international Spanish-language television programs, including the Voice of America. He also conducts workshops in Spanish for Latin American executives who must make presentations in English, helping them learn to do so in the time-sensitive, “bottom line” style to which U.S. clients are accustomed.