



## Bartoletti Communications & Coaching

Awareness, Engagement, Loyalty → Action

### THE ART OF THE INTERVIEW

*COMMUNICATING WITH CLARITY, CREDIBILITY, AND CONFIDENCE*

Media interviews, public presentations, and high-stakes conversations require more than expertise—they require clarity of message, thoughtful preparation, and the ability to communicate with confidence under pressure.

**The Art of the Interview** helps leaders strengthen how they represent themselves and their organizations in media, speaking engagements, and other high-stakes communication opportunities. Through a combination of strategic preparation, practical tools, and personalized coaching, participants learn how to shape their message, anticipate challenging questions, and communicate with credibility and impact.

Participants gain insight into how media professionals think and operate, while refining their own communication style to be more deliberate, engaging, and memorable.

This experience can be delivered as one-on-one coaching or in small group workshops and includes guided practice, feedback, and real-world preparation for interviews and presentations.

#### Focus Areas

**Understanding the Media Landscape:** How journalists and media outlets operate, what they need, and how to work with them effectively.

**Crafting Clear, Memorable Messaging:** Developing key messages, soundbites, and stories that communicate value and resonate with audiences.

**Staying Focused and in Control of the Conversation:** Learning how to answer questions thoughtfully, stay on topic, and pivot effectively when conversations take unexpected turns.

**Executive Presence and Delivery:** Strengthening voice, tone, non-verbal communication, and overall presence in interviews and presentations.

**Practice, Playback, and Feedback:** Participants engage in simulated interviews or presentations, with playback and coaching to refine their style and message.

Participants leave equipped with:

- Greater confidence in media and public-facing conversations
- Clear, strategic messaging aligned with organizational priorities
- Practical techniques for managing difficult questions
- Stronger executive presence and communication impact